

**AGENDA**  
**MAPLEWOOD CITY COUNCIL MEETING**  
**TUESDAY, JUNE 11, 2024 @ 7:00 PM**  
**CITY COUNCIL CHAMBERS**  
**7601 MANCHESTER ROAD, MAPLEWOOD, MO 63143**  
**OR VIA TELECONFERENCE**

Zoom link: <https://us02web.zoom.us/j/89452395834?pwd=SytBUTE0WXBIOUIPQnU0WjhqaFRMZz09>  
Passcode: 113226  
Dial in: (312) 626-6799  
Webinar ID: 894 5239 5834

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Motion to Excuse Councilmember
5. Approval of the Council Agenda
6. Approval of the May 28, 2024 City Council meeting minutes
7. Public hearing to hear citizens' comments on a request by Krunal Patel of Royal Liquor (2423 Jai Ganesha LLC) to be located at 2423 South Big Bend Boulevard for a Full and Sunday Package Liquor License
8. Public hearing to hear citizens' comments on a proposal to amend the Maplewood Code of Ordinances, Chapter 56 Zoning, Article II. District Regulations, Division 2. SR Single-Family Residential District, Section 56-73 – Use Regulations, and Article V. Nonconformities, Section 56-1061 Non-Conforming Lots of Record (a) Residential Districts, Subsection (1)
9. Public Forum
10. Announcements
11. Design and Review Board and Historic and Preservation Commission Report by Sean O’Gorman, Chair
12. Motion to approve a Full and Sunday Package Liquor License for Krunal Patel of Royal Liquor (2423 Jai Ganesha LLC) to be located at 2423 South Big Bend Boulevard
13. Comprehensive Plan proposal presentation by Catherine Hamacher of PGAV

14. A Resolution of the City Council of the City of Maplewood, Missouri, authorizing the City Manager accept the proposal of PGAV in the amount of one-hundred thirty-five thousand dollars (\$135,000) to provide professional consulting services related to the city's Comprehensive Plan
15. A Resolution of the City Council of the City of Maplewood, Missouri, authorizing the City Manager accept the proposal of UMB Financial Services, Inc. in the amount of twenty thousand dollars (\$20,000) to serve as the City's financial advisor for the competitive issuance of bonds to construct, reconstruct, extend, repair, and improve City streets, sidewalks, and street lighting
16. A Resolution of the City Council of the City of Maplewood, Missouri, authorizing the City Manager to engage the services of Gilmore & Bell, P.C., as Bond Counsel to the City
17. An Ordinance of the City Council of the City of Maplewood, Missouri, amending the Maplewood Code of Ordinances, Chapter 56 Zoning, Article II. District Regulations, Division 2. SR Single-Family Residential District, Section 56-73 – Use Regulations, and Article V. Nonconformities, Section 56-1061 Non-Conforming Lots of Record (a) Residential Districts, Subsection (1), to bring lot size and setback standards into alignment with existing averages and to preserve local neighborhood characteristics and housing affordability
18. Bill 6253, an Ordinance of the City Council of the City of Maplewood, Missouri, granting a conditional use permit to Melissa Urspruch to allow short-term vacation rentals at 7436 Richmond Place
19. Bill 6254, an Ordinance of the City Council of the City of Maplewood, Missouri, granting a conditional use permit to Eugenia Rosanne Nicholson to allow an accessory dwelling unit at 7570 West Bruno Avenue
20. Bill 6255, an Ordinance of the City Council of the City of Maplewood, Missouri, adopting the budget for the City of Maplewood, Missouri, for the fiscal year beginning July 1, 2024 through June 30, 2025
21. Old Business
22. Council Communication
23. Mayor's Report
24. City Attorney's Report
25. City Manager's Report
26. Public Forum
27. Motion to hold a Closed Session, if needed, to discuss matters relating to litigation, legal actions, and/or communication from the City Attorney as provided for in Section 610.021(1)RSMO. and/or specifications for competitive bidding under Section

610.021(11) and/or sealed bids and related documents and sealed proposals and related documents under Section 610.021(11) and/or personnel matters under Section 610.021(13)RSMO. and/or employee matters under Section 610.021(3)RSMO. and/or real estate matters under Section 610.021(2)RSMO. and/or documents related to a negotiated contract under Section 610.021(12)RSMO

28. Adjournment



## RECORD OF PROCEEDING

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### MEETING OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD AT 7601 MANCHESTER ROAD

MAY 28, 2024

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The meeting was called to order at 7:00 p.m., Mayor Greenberg presiding.

PLEDGE OF ALLEGIANCE was recited.

ON ROLL CALL, the following members were PRESENT: Mayor Greenberg, Councilmember Coriell, Councilmember Garcia, Councilmember Homa, Councilmember Faulkingham, Councilmember Mattox, and Councilmember Page.

MOTION TO EXCUSE COUNCILMEMBER: None.

APPROVAL OF COUNCIL AGENDA: Councilmember Faulkingham motioned to approve, seconded by Councilmember Homa, which motion received the approval of the Council.

APPROVAL OF THE MAY 14, 2024 CITY COUNCIL MEETING MINUTES: Councilmember Faulkingham motioned to approve, seconded by Councilmember Homa, which motion received the approval of the Council.

PUBLIC HEARING TO HEAR CITIZENS' COMMENTS ON A REQUEST FOR A CONDITIONAL USE PERMIT TO ALLOW SHORT-TERM VACATION RENTALS AT 7436 RICHMOND PLACE: Resident Christine Dugan expressed concern about the property being rented without an owner being present and referenced potential parties, neighbor parking issues and the number of young children in the neighborhood. Resident Gayle Rosenthal echoed Christine Dugan's concerns and stated she was opposed to the approval. The petitioner, Melissa Urspruch, stated the rentals will be part-time and she will have people park in her driveway.

PUBLIC HEARING TO HEAR CITIZENS' COMMENTS ON A REQUEST FOR A CONDITIONAL USE PERMIT FOR AN ACCESSORY DWELLING UNIT AT 7570 WEST BRUNO AVENUE: None.

PUBLIC HEARING TO HEAR CITIZENS' COMMENTS ON THE PROPOSED 2024-2025 FISCAL YEAR BUDGET FOR THE CITY OF MAPLEWOOD: None.

PUBLIC FORUM: None.

ANNOUNCEMENTS: Mayor Greenberg stated the Taste of Maplewood event was very successful and well attended.

R24-20 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, REAPPOINTING NIKKI BISEL TO THE SPECIAL BUSINESS DISTRICT TAX ADVISORY COMMISSION AND ESTABLISHING HER TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-21 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, APPOINTING RAY CRADER TO THE DESIGN AND REVIEW BOARD AND HISTORIC PRESERVATION COMMISSION AND ESTABLISHING HIS TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-22 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, REAPPOINTING VAN-LEAR ECKERT TO THE BOARD OF ADJUSTMENT AND HOUSING BOARD OF APPEALS AND ESTABLISHING HIS TERM OF OFFICE AS EXPIRING JUNE 30, 2029 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-23 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, REAPPOINTING REBECCA FLYNN TO THE PARKS AND RECREATION COMMISSION AND ESTABLISHING HER TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-24 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, REAPPOINTING ASHLEIGH JOHNSON TO THE LIBRARY BOARD AND ESTABLISHING HER TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-25 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, REAPPOINTING TIFFANY JONES TO THE SPECIAL BUSINESS DISTRICT TAX ADVISORY COMMISSION AND ESTABLISHING HER TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page.

Nays, none.

R24-26 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, APPOINTING MARY KILLIAN TO THE PARKS AND RECREATION COMMISSION AND ESTABLISHING HER TERM OF OFFICE AS EXPIRING JUNE 30, 2026 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-27 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, REAPPOINTING SEAN O’GORMAN TO THE DESIGN AND REVIEW BOARD AND HISTORIC PRESERVATION COMMISSION AND ESTABLISHING HIS TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-28 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, APPOINTING THOMAS REED TO THE SUSTAINABILITY COMMISSION AND ESTABLISHING HIS TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-29 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, REAPPOINTING HEIDI SCHOEN TO THE SUSTAINABILITY COMMISSION AND ESTABLISHING HER TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-30 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, APPOINTING LAUREN SCHUCHMANN TO THE HUMAN SERVICES COMMISSION AND ESTABLISHING HER TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-31 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, APPOINTING TAMARA SCRIVNER TO THE LIBRARY BOARD AND ESTABLISHING HER TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-32 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, REAPPOINTING DANA VALENTI TO THE DESIGN AND REVIEW BOARD AND HISTORIC PRESERVATION COMMISSION AND ESTABLISHING HER TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following

roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-33 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, REAPPOINTING MARK VANDEN AKKER TO THE PLAN & ZONING COMMISSION AND ESTABLISHING HIS TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-34 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, REAPPOINTING SARAH WALKER TO THE PARKS AND RECREATION COMMISSION AND ESTABLISHING HER TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-35 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, APPOINTING COLE WALTERMAN TO THE HUMAN SERVICES COMMISSION AND ESTABLISHING HIS TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-36 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, APPOINTING PAVIN WHITE TO THE PARKS AND RECREATION COMMISSION AND ESTABLISHING HIS TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-37 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, APPOINTING LIZZIE WILEY TO THE HUMAN SERVICES COMMISSION AND ESTABLISHING HER TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-38 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, APPOINTING C. WILEY TO THE PLAN & ZONING COMMISSION AND ESTABLISHING THEIR TERM OF OFFICE AS EXPIRING JUNE 30, 2027 was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

R24-39 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, APPOINTING AMBER WITHYCOMBE AS CITY CLERK was introduced. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, to approve this resolution, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, GRANTING A CONDITIONAL USE PERMIT TO MELISSA URSRUCH TO ALLOW SHORT-TERM VACATION RENTALS AT 7436 RICHMOND PLACE was given its first reading. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, that the Bill be moved to its second reading, which motion received the approval, by voice vote, of the Council.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, GRANTING A CONDITIONAL USE PERMIT TO EUGENIA ROSANNE NICHOLSON TO ALLOW AN ACCESSORY DWELLING UNIT AT 7570 WEST BRUNO AVENUE was given its first reading. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, that the Bill be moved to its second reading, which motion received the approval, by voice vote, of the Council.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, ADOPTING THE BUDGET FOR THE CITY OF MAPLEWOOD, MISSOURI, FOR THE FISCAL YEAR BEGINNING JULY 1, 2024 THROUGH JUNE 30, 2025 was given its first reading. It was moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, that the Bill be moved to its second reading, which motion received the approval, by voice vote, of the Council.

BILL 6252, AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, GRANTING A CONDITIONAL USE PERMIT TO JULIUS PHILLIPS OF VINTAGEGOLD88 TO OPERATE A VINTAGE AND COLLECTIBLE RETAIL CLOTHING STORE AT 7170 MANCHESTER ROAD was given its third and final reading. A motion was made by Councilmember Faulkingham that Bill No. 6252 be tabled for the reading of the findings of fact, duly seconded by Councilmember Homa, which motion received the approval, by voice vote, of the Council.

The Mayor and City Council make the following findings of fact for the petition for a Conditional Use Permit to operate a vintage and collectible retail store at 7170 Manchester Road:

- The proposed use complies with all applicable provisions of the Zoning Code.
- The proposed use will contribute to and promote the community welfare and convenience.
- The proposed use will not cause substantial injury to the value of neighboring property.
- The proposed use does comply with the overall neighborhood development plan and existing zoning provisions.
- The proposed use will provide, if applicable, off-street parking and loading areas in accordance with the standards of the Zoning Code.
- The proposed use will not substantially increase traffic hazards.
- The proposed use will not substantially increase fire hazards.
- The proposed use will not overtax public utilities.
- The proposed use will not place an undue burden on municipal services.

It was then moved by Councilmember Faulkingham, duly seconded by Councilmember Homa, that the findings of fact be approved, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none.

Councilmember Faulkingham motioned to bring Bill 6252 back onto the table, duly seconded by

Councilmember Homa, which motion received approval, by voice vote, of the Council.

A motion was made by Councilmember Faulkingham, duly seconded by Councilmember Homa, that Bill No. 6252 be approved, which motion received the following roll call vote: Ayes, Mayor Greenberg, Councilmembers Coriell, Faulkingham, Garcia, Homa, Mattox and Page. Nays, none. Ordinance No. 6046 was approved.

OLD BUSINESS: None.

COUNCIL COMMUNICATION: Councilmember Mattox thanked the MRH Middle School, the SBD, and Laura Miller for beautifying a walkway path in the 7100 block of Manchester.

MAYOR'S REPORT: Mayor Greenberg mentioned a meeting with One STL and East West Gateway where Maplewood's Green Dining District was discussed, specifically food waste. He added he had a luncheon with six other municipal mayors and attended a St. Louis County Municipal League installation dinner.

CITY ATTORNEY'S REPORT: None.

CITY MANAGER'S REPORT: City Manager Withycombe mentioned the upcoming Juneteenth Event, Maplewood 101, the Library renovation project, a legislative update, and a Fire Department CPR class.

PUBLIC FORUM: None.

MOTION TO HOLD A CLOSED SESSION TO DISCUSS MATTERS RELATING TO REAL ESTATE MATTERS UNDER SECTION 610.021(2)RSMO. AND/OR DOCUMENTS RELATED TO A NEGOTIATED CONTRACT UNDER SECTION 610.021(12)RSMO: None.

There being no further business before the Council, the meeting adjourned.

Approved this 11<sup>th</sup> day of June, 2024

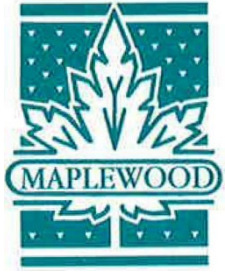
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Barry Greenberg, Mayor

Attest:

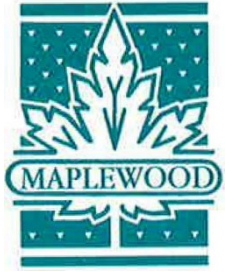
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Anthony Traxler, Deputy City Clerk



## **PUBLIC HEARING NOTICE**

The Maplewood City Council will hold a public hearing on 6/11/2024 at 7:00 p.m. in the Council Chambers, 7601 Manchester, to hear citizens' comments on a request by Krunal Patel of Royal Liquor (2423 Jai Ganesha LLC) to be located at 2423 S. Big Bend Blvd. for a full and Sunday package liquor license.



## **PUBLIC HEARING NOTICE**

The Maplewood City Council will hold a public hearing on 6/11/2024 at 7:00 p.m. in the Council Chambers, 7601 Manchester, to hear citizens' comments on a proposal to amend the Maplewood Code of Ordinances, Chapter 56 Zoning, Article II. District Regulations, Division 2. SR Single-Family Residential District, Section 56-73 – Use Regulations, and Article V. Nonconformities, Section 56-1061 Non-Conforming Lots of Record (a) Residential Districts, Subsection (1).

# INTEROFFICE MEMORANDUM

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To: Mayor and City Council  
From: Anthony Traxler, Assistant City Manager/Director of Public Works  
Date: June 5, 2024  
Subject: Request for Proposals to Update the City's Comprehensive Plan

The City of Maplewood's Comprehensive Plan was approved in 1990 and amended five times since, with the most recent amendment taking place in 2011. The current plan is outdated and does not reflect many of the City's goals and objectives, particularly with respect to housing.

The Plan & Zoning Commission spent considerable effort working on a Request for Proposals (RFP) to update the City's Comprehensive Plan. On May 25, 2024, the City issued an RFP for professional planning services relating to updating and revising the City's Comprehensive Plan. The RFP requested recommendation and analysis of the following:

- 1) Public Engagement
- 2) Existing Demographics and Data
- 3) Housing Goals and Aspirations
- 4) Land Use Guide
- 5) Economic Development
- 6) Public Services and Facilities/Environmental Well-Being
- 7) Equity
- 8) Transportation and Mobility
- 9) Review of Existing City Master Plans (Parks, Sustainability, Social Equity)
- 10) Implementation and Accountability

The RFP was published in the St. Louis Countian and emailed to fifteen firms. Two firms submitted proposals: RDG Planning Design and PGAV. The Plan and Zoning Commission and City staff unanimously recommend the PGAV proposal for demonstrating the following:

- 1) Capability to meet the Scope of Services
- 2) Ability to perform the requested services outlined in the RFP
- 3) Experience in developing equity-based comprehensive plans
- 4) Specialized experience and technical competence of Firm with respect to the type of services required
- 5) Past record of performance of Firm with respect to such factors as control of costs, quantity of work, and ability to meet schedules

- 6) Familiarity with the region/proximity
- 7) Experience of the Firm and its individual professional staff members in performing services for similarly sized municipalities
- 8) Qualifications of the professional staff proposed for the project
- 9) Cost of the proposal – PGAV (\$135,000), RDG Planning Group (\$147,000)

Please see the enclosed resolution approving PGAV to perform an update to the City of Maplewood's Comprehensive Plan. Please do not hesitate to contact me at 314-646-3635 if you have any questions, comments, or concerns on this matter.

# COMPREHENSIVE PLAN

RFP | MAPLEWOOD, MO



200 North Broadway, Suite 1000  
St. Louis, MO 63102

Andy Struckhoff  
President

314-231-7318  
[andy.struckhoff@pgav.com](mailto:andy.struckhoff@pgav.com)

May 8, 2024

City of Maplewood  
7601 Manchester Road  
Maplewood, MO 63143



To the Maplewood Planning Team:

We are excited about this opportunity to partner with you to create a Comprehensive Plan with the Maplewood community! We see the potential of this plan to create a well-rounded community and look forward to working with you to achieve this by building on your previous planning efforts, leveraging existing assets, and engaging with the broader community. As planning consultants working in this region for more than 50 years, we have an unparalleled base of knowledge of the region and how the City of Maplewood might consider future development opportunities, retaining its historic charm and unique community feel, while also thriving in the future.

Our multidisciplinary team provides planning expertise based on years of community and economic development work in other communities nationwide. We assist communities in understanding current needs, engaging in creative ways with a wide variety of community stakeholders, considering financial decisions that impact revenue streams, understanding market demand and employment dynamics, and thinking strategically about aligning resources to accomplish community goals.

***When stakeholders need a comprehensive view of their community, they call us. We have helped communities create incredible places for people to live, work, and enjoy for more than 50 years.***

We know the importance of a Comprehensive Plan to be a solid foundation for the community, serving as the primary policy guide for both short and long-term land use choices. We also know that this plan not only provides that big picture vision for the community, but should include solid next steps for implementation. We will identify potential funding opportunities, work to leverage partnerships that could increase resources for the Maplewood community, and utilize our expertise in grant writing to ensure the plan doesn't sit on a shelf, but rather comes to life through the implementation process.

I will serve as Principal in Charge, providing project leadership and oversight. Our multidisciplinary team will be led by Catherine Hamacher, AICP, with support from Sarah Dyott. Catherine has more than a decade of experience in the St. Louis region, working on a variety of policy, placemaking, and planning projects. She recently led the Comprehensive Plan processes for both Richmond Heights and Clayton and brings a strong set of project management skills and will be supported by the full PGAV staff.

Thank you for the opportunity to partner on this important project.

A handwritten signature in black ink, appearing to read 'A. Struckhoff'.

Andy Struckhoff  
President

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# SCOPE OF SERVICES PROPOSAL

# PHASE 1: EXISTING CONDITIONS

## **Kick-Off Meeting with Steering Committee**

We recommend the City identify a series of community stakeholders who can participate on a Comprehensive Plan Steering Committee. This group should include 6-8 individuals representing relevant departments, City Council, residents, and business leaders. A Kick-Off Meeting with this group will represent the start of the planning process and will allow our team to meet those that will guide this process, discuss goals, and ensure consensus moving forward.

## **Existing Plan Review**

PGAV will work with City staff to identify and inventory the existing plans and planning initiatives. This review will include a review of, at minimum, the following plans:

- City of Maplewood Comprehensive Plan (1990) & Plan Updates (1992, 2001, 2003, 2005)
- City of Maplewood Parks Master Plan (2023)
- City of Maplewood Strategic Plan (2022)
- Welcome Maplewood DEIB Strategic Plan (2022)
- Maplewood Richmond Heights School District Strategic Plan (2023)

This review will also consider regional plans such as the St. Louis County Action Plan for Walking and Biking to understand any impacts on the City of Maplewood. For all plans, we will identify recommendations that have been implemented and the resulting implications.

## **Baseline Conditions Review / Land Use Inventory**

To layer understanding with the existing plan analysis, we will evaluate existing conditions data. This step will include the initial assembly of base maps, digital models, thematic GIS files, operating and capital budgets, socioeconomic forecasts, demographic data, etc. Resources and inputs needed for this task will include publicly accessible data such as Census data, on-the-ground fieldwork, and interviews with stakeholders. This data gathering process will also seek to understand housing dynamics such as infill and redevelopment inventory, commercial permits, and any other City data source made available. This data will be aggregated to better understand current dynamics.

## **Transportation Analysis**

Our approach to this component of the plan will involve an existing conditions assessment to understand how people currently move around Maplewood. We will work with City staff to analyze existing data on traffic patterns and facilities, which will develop a clearer picture of transportation trends and potential barriers to mobility. Key to these existing conditions assessments will be coordination with the Missouri Department of Transportation (MoDOT), Metro Transit, and Great Rivers Greenway for any planned infrastructure projects.

## **Demographic & Trend Analysis**

Demographic analysis will tell us where the City is, and trend analysis will tell us where the City could be headed and what could happen in the absence of a planned future. The growth and trend analysis, along with the analysis of existing land uses will also establish a baseline for scenario planning and design of planning alternatives. We will conduct a thorough demographic analysis of the City and the region to understand demographic dynamics in the area as well as to identify potential development types and land use recommendations given changing demographics. This stage helps inform the team of conditions within the market area that will guide the creation of future land use scenarios.

PGAV will also evaluate existing and emerging community and planning trends and opportunities such as demographics, housing, communities for all ages, diversity, equity and inclusion, sustainability, planning for mobility, construction and market trends, and infill and redevelopment strategies. We will evaluate trends and inputs related to education and institutional facilities and services, environmental impacts, public health conditions, infrastructure, and parks and open space. The importance of sustainability and equity will also be important in this task to help plan for future trends and potential land use needs.

### **Market Analysis**

PGAV will conduct both a retail and residential market analysis for the City to understand the existing inventory as it relates to demand. We will inventory commercial property, characteristics such as rent and occupancy, resident and non-resident spending, and how the Downtown area has developed in recent years. We will also include a residential inventory, cost analysis, and seek to understand relevant housing dynamics. All of this will assist in understanding what the market says about the future land use environment in the community.

### **Public Outreach as Part of Phase 1:**

- Public Workshop #1 - To publicly start the Comprehensive Plan process, our team will host an open house style public meeting to get the public conversation started about the community's Comprehensive Plan. Our team will provide information for residents to review and questions to consider for the future of the City. This event will serve as the public kick-off of the Comprehensive Planning process.
- Online Survey - The team will draft a survey to gather baseline information from the public. This survey will be available at the first Public Workshop and will be distributed using the website, through QR codes in the community, and at public gathering spaces.
- Stakeholder Meetings - Our team will host up to 12 stakeholder interviews and/or focus groups with important stakeholders selected by the Steering Committee. We anticipate these meetings to include major property owners, business owners, key community leaders, and others. It is important to engage with audiences that may not come to in-person workshops. These groups could range from small groups of stakeholders in a focus group to individual interviews.
- Steering Committee Meeting - A presentation to the Steering Committee will take place to share the community feedback and discuss next steps. It is recommended that this takes place at the end of Phase 1 and reflect a "State of the City" overview of findings, development history, and potential challenges as discovered through Phase 1.
- City Council Presentation - A similar presentation will be made to the City Council. This presentation will also be an opportunity for the Council to check in on the direction of the planning process and provide direction.

## **PHASE 2: LAND USE PLANNING & DEVELOPMENT**

### **Land Use Scenario Analysis**

Phase 2 will begin with a Steering Committee meeting to discuss future land use planning. This discussion will focus on areas within the City that need special planning attention when considering the future land use plan and potential development opportunities. Our team will work with the Steering Committee to decide on any sub-areas that might need more intensive planning and discuss initial goals for these areas. For the selected areas, our team will analyze potential land use scenarios and associated impacts. This will be guided by best practice, benchmark examples, zoning and regulatory constraints, the market, and feedback from the community.

Following the selection of these areas, our team will investigate development options and associated impacts. This will be an iterative process, working with the City and Steering Committee members to “test” various options and review throughout.

### **Review and Refine Land Use Scenario**

Based on the feedback from the Steering Committee and public, our team will review and refine the land use scenario to come up with a draft Future Land Use Map depicting the City as a whole as well as the sub-areas that the scenario planning exercises helped refine.

### **Public Outreach as Part of Phase 2:**

- Steering Committee Presentation (Review Scenarios) - Following the scenario analysis phase, our team will present the preferred options to the Steering Committee for discussion. Based on feedback, our team will refine the land use plans and determine the next steps related to finalizing the preferred land use scheme.
- Public Meeting #2 - The second public meeting will allow for broad engagement in the planning process, using the information gathered thus far as the basis for conversation. Our team will engage residents in conversations about development scenarios, community priorities, and the future of Maplewood to begin to create agreement on the direction for each scenario and the overall future land use environment in the City.
- Steering Committee Presentation & Review (Final Scenarios / FLU Map) - This phase will end with a Steering Committee meeting geared toward reviewing the final land use map and discussing the Objectives and Key Results for the City moving forward. This will provide the basis for the next phase of work.

## **PHASE 3: OBJECTIVES AND KEY RESULTS & PLAN DEVELOPMENT**

### **Develop Draft OKRs**

Based on the information gathered throughout the planning process, our team will draft Objectives and Key Results. We value developing community-centered planning strategies with a strong capacity for implementation. To this end, we help communities identify clear objectives coupled with quantitative and qualitative key results that inform and guide decisions that further plan implementation. In the final document, we will frame recommendations using Objectives and Key Results (OKRs).

In this case, “objectives” are the “what” to be achieved by the community. Objectives might address things like neighborhood vibrancy, economic development, housing development, infrastructure, or transportation.

Key Results are the “how” to achieve the Objectives. Key Results associated with economic development, for example, may include the growth of new companies or the attraction of new employers. Key results associated with public health may include the creation of new opportunities for recreation and walkable neighborhoods.

Working closely with ongoing planning efforts, our team will identify transportation and infrastructure goals, and associated objectives, that achieve your transportation vision. We will focus on safety, emerging trends, sustainability, and costs when identifying future transportation projects for implementation. Transportation improvements will also be programmed in categories ranging from short and near-term (lower-cost) improvements to longer-term (higher-cost) improvements. Identifying immediate improvements is critical in

building champions and support for future implementation.

This initial draft of the OKRs will be provided to the Steering Committee for review. The OKRs will also include goals and strategies related to equity, but will be clearly noted to ensure the Equity Strategy is fully integrated into the Comprehensive Plan, but also recognizable as a unique aspect of the City's future.

### **Review Objectives alongside Existing Codes & Policies**

Finalizing the OKRs for each goal will involve review of existing codes and policies, with a focus on the zoning code implications. Key Results necessary to achieve goals will likely include proposed revisions to any existing codes and policies that conflict with the new path or establishment of new codes or policies to support enforcement practices for the new path. During this review, we will also analyze the goals of other City department plans to support the prioritization of OKRs for the Comprehensive Plan.

### **Draft Plan**


The Draft Comprehensive Plan includes the proposed OKRs, designs, policy recommendations, a future land use map, and other Comprehensive Plan components as required by the state statute based on the information gathered through the previous phases. The Draft Comprehensive Plan will focus on ideas, objectives and key results that align with the values and priorities of the community. It is likely that major plan components will include themes such as commercial development, major streets, housing, transportation, and open space.

### **Publish Final Plan**

After the plan has been approved and adopted, we will provide the plan in both electronic and printed version to be made accessible on the City's website and at City Hall.

### **Public Outreach as Part of Phase 3:**

- Public Workshop #3 - This last public workshop will be geared toward engaging with residents on the draft Comprehensive Plan. The workshop will allow our team to share the information we have gathered, engage the community in discussion around some of the plan's conclusions, and begin to build excitement about the city's future.
- Feedback & Finalize Plan - The Steering Committee, Planning Commission, and City Council will be given the draft plan for review and feedback. Based on the work in Phase 3, our team will begin the adoption process by finalizing the plan document.
- City Plan Commission Presentation and Public Hearing - Our team will, on behalf of the Commission, present the final Comprehensive Plan document at the Public Hearing to be held by the Commission in conjunction with processes and procedures of Chapter 89.360, R.S.MO. At the conclusion of the Public Hearing (and assuming that no other modifications are required), the Commission may adopt the Comprehensive Plan by resolution.
- Present to City Council for Concurrent Resolution - Under Missouri statute (Chapter 89.360) and once adopted by the Commission the Comprehensive Plan is adopted in accord with Missouri law. However, PGAV recommends that the City Council ratify the Commission's adoption by also adopting the Comprehensive Plan by resolution. Therefore, following adoption by the Planning and Zoning Commission, the team will present the Comprehensive Plan to the City Council for their concurrent adoption. Note that the Comprehensive Plan is a guidance document and thus adoption by the Council is to be by resolution and not ordinance and therefore no public hearing by the Council is required.

A man in a white polo shirt and dark trousers stands in a modern architectural courtyard. The courtyard features colorful, curved structures and a large blue semi-transparent overlay. The text "AGENCY INFORMATION" is overlaid on the blue area.

# AGENCY INFORMATION



Peckham Guyton Albers & Viets, Inc. (PGAV) was founded in 1965 in the City of St. Louis and, throughout our more than five decades of practice, we have worked on thousands of projects in more than thirty states and on five continents. Our staff of more than 170 full-time professionals includes urban planners, architects, financial analysts, policy experts, graphic designers, artists, and community development professionals. No other firm offers such an integrated approach to planning.

PGAV Planners, LLC is a subsidiary of Peckham Guyton Albers & Viets, Inc. PGAV has offices in St. Louis, MO, Westwood, KS, and Orlando, FL and works collaboratively from each office. The work with Maplewood will be led by the PGAV Planners team out of the St. Louis office.

PGAV Planners is a global leader in planning, design, and development consultation to public, corporate, and institutional clients. We are experts in development finance, economic studies, community planning, and public engagement. Our dual understanding of financial intricacies and sustainable planning earns PGAV renown throughout the public and private sectors, and our passion for this work drives us every day. In our work, we help communities answer two pressing, intertwined questions, “What does our community need?” and “How do we pay for it?” We support clients across the full spectrum of project sizes, from neighborhood visioning to comprehensive planning for entire communities. We design a thoughtful approach tailored to each specific client’s needs; there is no such thing as a “one-size-fits-all” community plan.

***We are committed to being the ideal strategic partner to help our clients create community strength.***

## **MARKET UNDERSTANDING**

We are experts at understanding the market using local, proprietary, and other available data, analyzing the market area population (residents, employees, and visitors), understanding the true trade area, evaluating the potential competition, and considering visitation dynamics. This expertise helps to provide the basis for understanding a planning area and crafting a more implementable vision, one rooted in reality.

## **COMPREHENSIVE EXPERTISE**

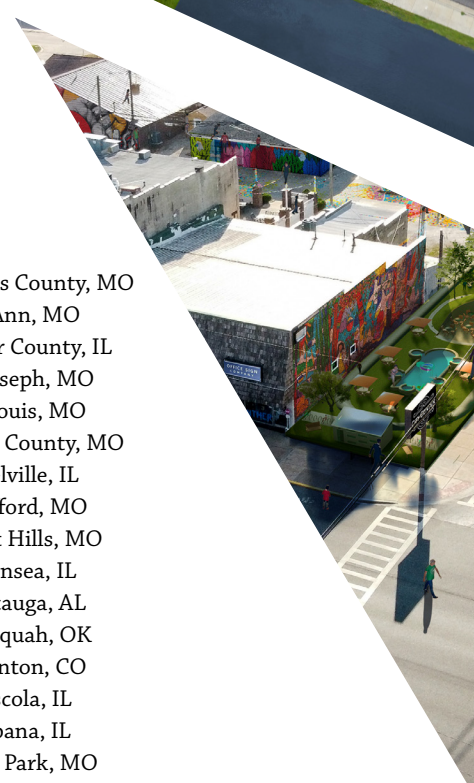
What sets PGAV apart from many other firms is our comprehensive understanding of communities. With design expertise, community engagement professionals, economic analysis experts, and professional urban planners, our team is unmatched in our ability to look at communities and urban spaces from a variety of perspectives.

## **COMMUNITIES SMALL AND LARGE**

We have worked with small towns, large suburban areas, and major metropolitan centers, all requiring different processes and tactics. From understanding COVID-19 impacts on small towns like Jerseyville, IL or Fayette, MO, to understanding the employment and revenue impacts of large developments in Broomfield or Aurora, CO, to creating economic development plans for a top 25-metro area like St. Louis, we have worked with a variety of different communities and can scale our work to your community’s needs.

For more than fifty-three years, our municipal planners, economic development professionals, spatial analysts, strategic planners, urban designers, and data analysts have provided clients with access to a diverse and unique mix of skills. We offer an array of services to hundreds of clients across the country. Our greatest strength is our ability to provide a wealth of expertise and experience and apply it creatively to any assignment.

***We have recently completed projects for the following communities around the country:***



- |                      |                      |                        |                        |
|----------------------|----------------------|------------------------|------------------------|
| Alabaster, AL        | Detroit, MI          | Macoupin County, IL    |                        |
| Alton, IL            | Dieterich, IL        | Madison County, IL     |                        |
| Appomattox, VA       | Downs, IL            | Manchester, MO         |                        |
| Arnold, MO           | East Moline, IL      | Marion, IL             |                        |
| Asheville, NC        | Edwardsville, IL     | Marshall, IL           |                        |
| Aurora, CO           | Elbert County, CO    | Maryland Heights, MO   |                        |
| Benton, IL           | Ellisville, MO       | Maryville, MO          |                        |
| Bethany, OK          | Eureka, MO           | Memphis, TN            |                        |
| Bloomington, IL      | Fenton, MO           | Mobile, AL             |                        |
| Blue Springs, MO     | Flint Hill, MO       | Moline, IL             |                        |
| Boise, ID            | Florissant, MO       | Monmouth, IL           | St. Charles County, MO |
| Branson, MO          | Fountain, CO         | Morgan County, IL      | St. Ann, MO            |
| Breese, IL           | Galesburg, IL        | Murphysboro, TN        | St. Clair County, IL   |
| Brentwood, MO        | Glen Carbon, IL      | New Orleans, LA        | St. Joseph, MO         |
| Bridgeton, MO        | Goddard, KS          | Newton, IL             | St. Louis, MO          |
| Bristol, VA          | Godfrey, IL          | Normal, IL             | St. Louis County, MO   |
| Brookfield, MO       | Grafton, IL          | Normandy, MO           | Steeleville, IL        |
| Broomfield, CO       | Grandview, MO        | O'Fallon, IL           | Strafford, MO          |
| Butler County, OH    | Granite City, MO     | O'Fallon, MO           | Sunset Hills, MO       |
| Canton, OH           | Greenville, IL       | Oklahoma City, OK      | Swansea, IL            |
| Centennial, CO       | Harrah, OK           | Olathe, KS             | Sylacauga, AL          |
| Chattanooga, TN      | Hazelwood, MO        | Olivette, MO           | Tahlequah, OK          |
| Chester, IL          | Henrico County, VA   | Olney, IL              | Thornton, CO           |
| Chesterfield, MO     | High Ridge, MO       | Overland Park, KS      | Tuscola, IL            |
| Chicago, IL          | Hollister, MO        | Ozark, MO              | Urbana, IL             |
| Cincinnati, OH       | Indianapolis, IN     | Pacific, MO            | Valley Park, MO        |
| Clark County, IL     | Ironton, MO          | Parker, CO             | Vancouver, BC          |
| Clayton, MO          | Jackson County, IL   | Peoria County, IL      | Vandalia, IL           |
| Collinsville, IL     | Jacksonville, IL     | Perrysburg, OH         | Warrenton, MO          |
| Colorado Springs, CO | Jamestown, ND        | Quincy, IL             | Warsaw, MO             |
| Columbia, IL         | Jasper County, IL    | Richland County, IL    | Washington County, IL  |
| Columbia, MO         | Jefferson City, MO   | Richmond Heights, MO   | Washington, MO         |
| Columbia, SC         | Jerseyville, IL      | Rock Island County, IL | Watauga County, NC     |
| Coweta, OK           | Joplin, MO           | Rolla, MO              | Wentzville, MO         |
| Crestwood, MO        | Kankakee, IL         | Salem, IL              | West Branson, MO       |
| Dardenne Prairie, MO | Kansas City, MO      | Sangamon County, IL    | West Plains, MO        |
| DeSoto, MO           | Kirkville, MO        | Saunemin, IL           | Wildwood, MO           |
| DeKalb, IL           | Kirkwood, MO         | Shrewsbury, IL         | Wichita, KS            |
| Del City, OK         | Lake Saint Louis, MO | Sikeston, MO           | Wilmington, IL         |
| Delaware County, OH  | Las Vegas, NV        | Slidell, LA            | Wood River, IL         |
| Denver, CO           | Lebanon, MO          | Springfield, MO        | Wyandotte County, KS   |
| Derby, KS            | Lee County, IL       | Springfield, IL        |                        |
| Des Moines, IA       | Littleton, CO        |                        |                        |
| Des Peres, MO        | Loveland, CO         |                        |                        |

# APPROACH TO DIVERSITY, EQUITY & INCLUSION

PGAV Planners is actively contributing to a future in which all communities meet the needs of their residents and provide opportunities to thrive in place. We know that throughout United States history, planning practices have resulted in disparate impact – excluding voices and limiting resources for some communities. As a leader in the planning industry, it is our responsibility to disrupt those practices, work to repair trust and integrate equity and inclusion in all that we do.

We will:

- Attract a team with a range of identities and skillsets – valuing who they are and supporting each of them to do meaningful planning work.
- Prioritize ongoing learning around both historical and present-day inequities, seeking to dismantle them in our day-to-day.
- Communicate transparently and accessibly with our stakeholders to deepen relationships and accountability.
- Facilitate conversations that elevate community leadership and historically excluded perspectives.
- Ensure our clients hear and center community story, leading to plans that are informed by lived experience and that are seeking equitable outcomes.

We believe that our unwavering commitment to this vision is how we will sustain the mission of PGAV Planners – ***creating lasting community assets.***



WE ARE COMMITTED TO DIVERSITY,  
EQUITY, AND INCLUSION IN OUR  
WORK AND IN OUR COMPANIES

# PROJECT TEAM



## **Andy Struckhoff, AICP, DFCP, President**

Andy leads the PGAV Planners team, providing leadership and insight on all projects. Having worked on corridor plans, neighborhood plans, policy, finance, and organizational development projects in more than 100 communities across the country, Andy has expertise in understanding community needs and their long-term vision, and charting a path forward to achieve the results they want. With experience at the municipal level, from the investment side, and as a planner, he has an ability to understand all sides of land use decisions.

**Primary Contact Person for PGAV Proposal/Contract - Andy Struckhoff, President, 314-231-7318**



## **Catherine Hamacher, AICP, Associate Director**

Catherine Hamacher brings her background in urban planning, project management, and community engagement to the PGAV team. Joining PGAV in 2018, she spent the past six years managing projects, project teams, and executing engagement strategies. A native of St. Louis, Catherine's favorite projects bring together community members and traditional leaders in the region to come to consensus about what works for everyone.

**Catherine will provide project leadership, management, and oversight for this project.**



## **Sarah Dyott, Project Manager**

Sarah is a city planning and real estate development professional passionate about the need for public and private collaboration in cities and communities in order to create thriving, healthy, and equitable places to live and work. She is dedicated to understanding the complexities and depth of social issues along with the culture, experience, and desires of communities in which she works, in order to create successful and equitable community-based projects. Prior to joining PGAV, Sarah worked in mixed-income housing development.

**Sarah will provide project support and capacity for in-person engagement.**



## **Teresa Anderson, Project Manager**

Teresa has been in planning offices for a decade and is fascinated by all the ways a community can be supported and the intersectionality of these systems. Teresa has worked at many levels of government from local zoning and comprehensive planning, to regional transportation planning, to state-wide affordable housing efforts and is eager to continue supporting communities in new and unique ways. Teresa is dedicated to crafting custom solutions for and with communities to ensure sustainability and effectiveness, pulling from her wide-range of planning experiences and skill sets.



## **Erika Fiola, Senior Project Manager**

Leveraging her Master's in Urban Planning and Real Estate Development, Erika has worked with communities across the Midwest over the last 15 years. Her work has focused on a wide range of topics, such as talent attraction, workforce development, entrepreneurial ecosystem building, creative placemaking and public art, transportation policy, and downtown development. She has previously worked for several downtown organizations and has experience bringing programs and projects to life.



***Cristen Hardin, Senior Project Manager***

Cristen brings her experience in municipal government to the PGAV team, having managed short and long-range planning projects including a Great Streets Plan for the City of Collinsville, Illinois from grant submission and community engagement to document design and plan adoption. She is an experienced community liaison, often presenting information to the public and elected officials, translating complex planning and economic development concepts for the public.



***Noelle Maxey, Project Manager***

Noelle brings a background in zoning, land use planning, and geospatial analysis to PGAV. Previously a county-level planner in Illinois, Noelle’s skills include collecting, analyzing, and presenting data in a variety of formats, writing, and amending ordinances based on current land use laws, best planning practices, and review of proposals for compliance. She coordinates between government officials, members of the public, landowners, and professionals in the development field.



***Jill Mead, Senior Project Manager***

Jill has Master’s degrees in both urban planning and public health. Her experience includes analyzing data and creating economic development recommendations for local municipalities, downtowns, and development and redevelopment sites. In addition, Jill has completed market studies for affordable housing, adaptive reuse of historic buildings, and mixed use developments across the region. She manages PGAV’s library of geographic data, and creates interesting and engaging maps and visuals to illustrate planning concepts and ideas.



***Sareh Tabrizchi, Urban Design Specialist***

Sareh is a highly skilled professional with expertise in Urban Planning, Urban Design, Geospatial Data Analysis (GIS). With an unwavering passion for staying abreast of the latest technology trends, Sareh consistently ensures that her expertise remains up to date. She adeptly transforms complex planning-related content into easily comprehensible and visually engaging information for the general public, showcasing her commitment to effective communication.



***Ryan Smith, Planner***

Ryan is a city planning professional who is driven by an unwavering passion to reshape the inner-city landscape. Committed to addressing social, economic, and educational disparities, Ryan envisions a future where cities thrive with equality and equity. With a keen understanding of urban dynamics, he strives to create sustainable and inclusive environments that uplift communities, promote healing, and foster positive change. Ryan completed his undergraduate studies at Missouri State University in May 2022 with a Bachelor of Science in Community and Regional Planning.



***John Brancaglione, Senior Director***

John’s professional experience spans a 50-year career in urban planning. His work represents a wide range of planning expertise involving the creation of successful public/private partner-ships, comprehensive planning, community and economic development, industrial development/industrial parks, central business district planning, recreational planning, market analysis, environmental planning and grant application and program administration.

*Full resumes are located in the appendix of this proposal. Additional members of the PGAV team will be available to assist on this project.*



# PROJECT EXPERIENCE

# COMMUNITY ANALYSIS & COMPREHENSIVE PLAN

## RICHMOND HEIGHTS, MO

In 2021, the PGAV team began a Community Analysis of Richmond Heights, Missouri. Representing the first step toward the City completing an updated Comprehensive Plan, the Community Analysis process included a review of the city's current land uses, updated demographics, the residential market, and existing business activity. The goal of the effort was to establish the baseline conditions of the City's overall health and serve as a first-step toward a more robust community conversation about its future.

In the summer of 2022, the PGAV team began the Comprehensive Plan process, kicking off a public engagement effort. During this process, more than 700 residents were engaged through in-person public events, pop-ups at The Heights, an online survey, and a project website.

The process then moved into the scenario planning phase, using the land use information gathered during the Community Analysis, layering on community feedback and desires, and analyzing the impacts of land use and zoning decisions. This process focused on three areas in the City that needed additional planning attention. The PGAV team worked with the Steering Committee to brainstorm potential land use options, visualize density and potential site layouts, and work with the public to refine the scenarios. Once the final scenario options were decided, the PGAV team then determined the impacts of the land use plans. These included number of residents, potential tax revenue, and necessary parking.

The final Comprehensive Plan utilized an Objective and Key Results structure to organize the community's goals into themes, providing clear next steps for both the City and other important stakeholders. This framework was coupled with the Future Land Use Map and helps to inform the City's physical development moving forward.

***The final Comprehensive Plan was adopted by the Planning & Zoning Commission and City Council in 2023.***



# COMPREHENSIVE PLAN

## CLAYTON, MISSOURI

PGAV is currently working with the City of Clayton, Missouri on their Comprehensive Plan. Leading a team of consultants, PGAV has been working with City Staff, elected officials, and residents since mid-2023 to draft the first Comprehensive Plan for the City in several decades.

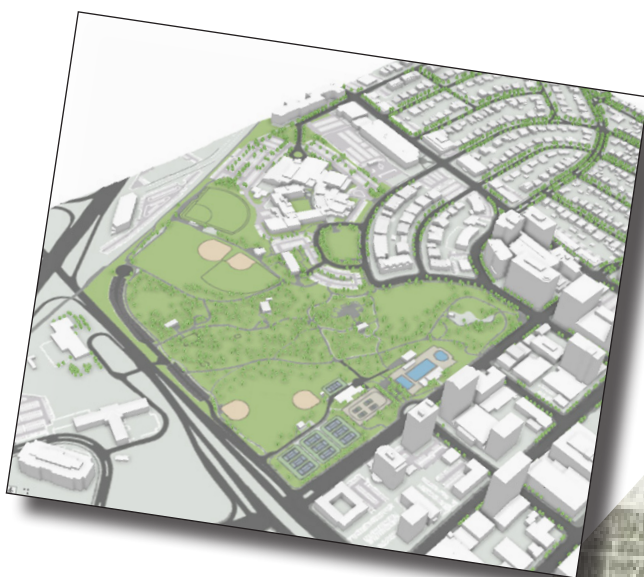
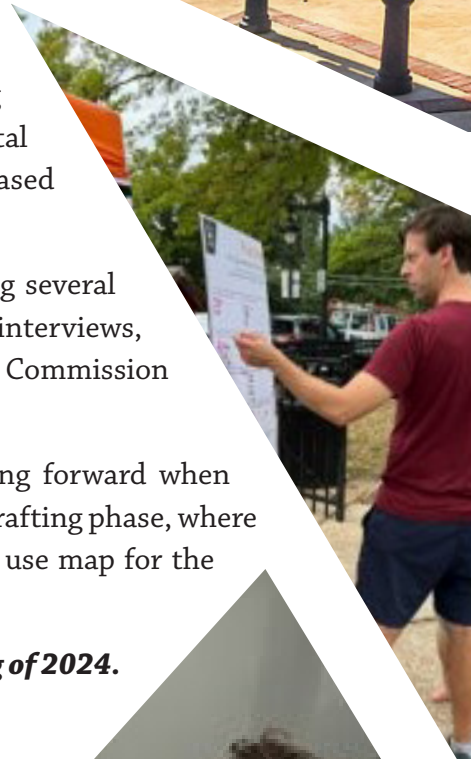
The City of Clayton is the commercial center of the St. Louis Region, bringing in thousands of workers from the surrounding area to the Downtown each day for work. A robust, urban Downtown, the City sought to think critically about this area, and others, in light of the pandemic, working to better plan for the future of the community.

Thus far, the process has included an existing conditions report. This included a review of demographics, the housing market, the downtown area including land use, visitation, and performance/occupancy, greenspace and environmental aspects, among other things. This report and accompanying dashboard was released for public review and provided the basis for the initial engagement.

In addition, a robust series of engagement events have been executed including several public meetings, pop-ups, community surveys, ward workshops, stakeholder interviews, Steering Committee Meetings, Board of Aldermen presentations, and Planning Commission meetings.

PGAV is also creating a 3D twin of the community for the City to use moving forward when considering development and land use decisions. The process is now in the plan drafting phase, where PGAV is working with City Staff to draft the recommendations and future land use map for the City moving forward.

***The final plan document will be provided to the City for adoption in the Spring of 2024.***



# COMPREHENSIVE PLAN

## O'FALLON, MISSOURI

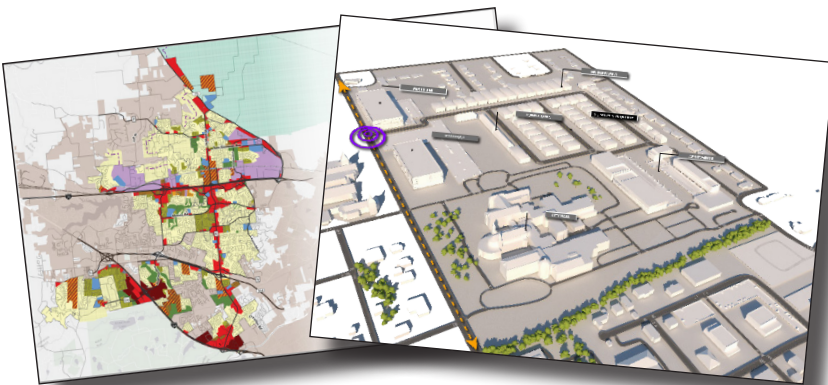
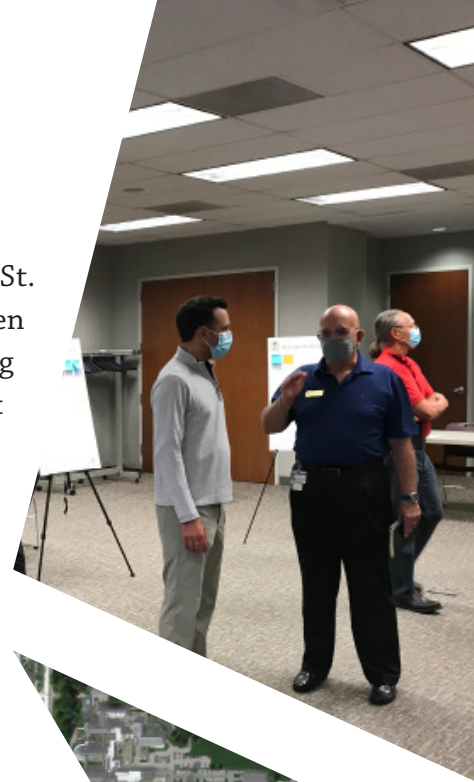
The City of O'Fallon, Missouri is a growing city on the suburban fringe of the St. Louis Metropolitan Statistical Area. Home to 90,000 residents, the City has seen significant growth in the past two decades, adding thousands of residents, housing units, and businesses. The City is the largest suburb of St. Louis and seventh largest city in the state of Missouri. With significant industry, a growing population, and increasing competition from nearby municipalities, O'Fallon embarked on the Comprehensive Planning process during the spring of 2020.

The Comprehensive Plan process in O'Fallon focused heavily on several key factors including economic development, expansion via annexation, and maintaining a high quality of life for residents.

PGAV led the Comprehensive Plan process for O'Fallon and focused heavily on housing. As part of the planning process, PGAV engaged with residents, elected officials, and developers to understand current housing needs and where the City would like to expand. In addition, the PGAV team conducted demand modeling and market suitability analyses. The process also included a fiscal impact and cost benefit analysis related to infill vs. annexation for new residential products.

Ultimately, PGAV conducted a housing inventory, demand analysis, and provided a future land use map depicting areas of new housing and potential housing types that both fit with the market, community desires, and the vision for O'Fallon in the future.

***The final plan document was provided to the City of O'Fallon in the Spring of 2021 and subsequently adopted.***

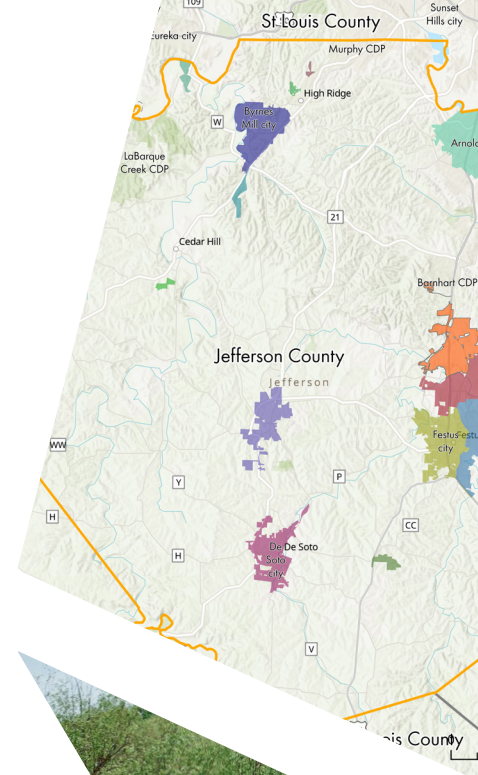


# COMPREHENSIVE PLAN

## PEVELY, MISSOURI

In the spring of 2023, PGAV began working with the City of Pevely on a Comprehensive Plan and Annexation Strategy. Pevely is located just 30 minutes from St. Louis along the I-55 corridor between. The project began with planning priorities meeting the City's Board of Alderman to discuss broad goals for the planning process. Utilizing a tailored engagement approach, PGAV has completed traditional public meetings and a pop-up event during the City's Pevely Days carnival. During these engagement events, PGAV updated the community on the progress of this planning effort, shared highlights from the community assessment, and gathered feedback about the community's vision for Pevely's future. The project is currently in the land use and annexation scenario planning phase. During this phase PGAV will analyze the impacts and opportunities associated with annexation. The final plan will include a community analysis summary, future land use and annexation strategy, and a community vision action plan to inform future land use, development, policy, administrative, and fiscal decisions in the City.

***The Plan will be completed in the summer of 2024.***



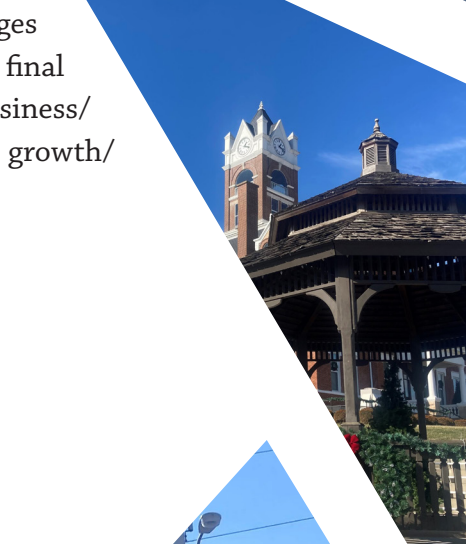
# COMPREHENSIVE PLAN

## PERRYVILLE, MO

Perryville’s “small town” charm, local heritage, historic character, and convenient access to the nearby metro areas via I-55 are key factors that make Perryville a community of choice for its more than 8,500 residents. The City’s position as the county seat and interstate access has also made the city a center for commerce and employment for the surrounding region. In January 2023, PGAV began working with the City to update the 2011 Comprehensive Plan. The project began with an assessment of demographic trends, market trends, and existing land use and development patterns to understand how Perryville has changed over the last decade and what trends may lie ahead.

A tailored engagement process saw the PGAV team sharing project updates via the local radio station in addition to more traditional public meetings. The land use planning and scenario development phase focused on exploring potential changes in land use and development character of the Downtown and key routes. The final plan covers important topics impacting Perryville’s future including housing, business/industry/employment, tourism, parks/recreation/connectivity, and future growth/annexation.

***The Plan was completed in April 2024.***



# COMPREHENSIVE PLAN

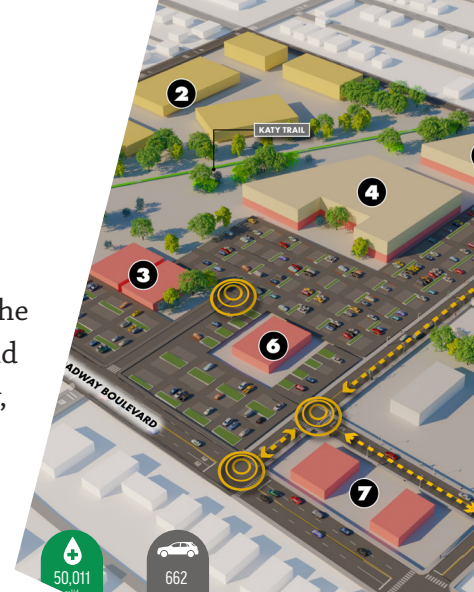
## SEDALIA, MISSOURI

In the summer of 2020, PGAV began the comprehensive planning process in the City of Sedalia, Missouri. Located in mid-Missouri between Jefferson City and Kansas City, Sedalia is home to 21,000 residents. The County seat of Pettis County, the City hosts the annual Missouri State Fair and is home to part of the Katy Trail. PGAV previously worked with the City on other economic development initiatives including a DREAM Downtown Strategic Plan and Chapter 353 Redevelopment Plan for a distressed area surrounding the city center.

Community engagement was a significant component of this process and included a project website, public meetings, and a Comprehensive Plan Advisory Committee. PGAV also worked closely with City Staff and Elected Officials throughout the process.

The data collection process for Sedalia was robust and comprehensive, drawing on historical data and fieldwork to ensure that the planning process was rooted in accurate information.

Sedalia is in the process of considering significant annexation to provide for more housing diversity and additional land for industrial development. Through thoughtful planning and conversations with key stakeholders, PGAV was able to produce an accurate future land use plan that accounted for wise annexation, showing the impact of these decisions on the current land use breakdown in the city.



**1 Mixed Use Office / Residential**  
6,890 Total SF

**2 Multifamily Residential**  
81,334 total SF / 205 Units  
Persons / 1.79 per household  
Retail



# COMPREHENSIVE PLAN

## EDWARDSVILLE, IL

Edwardsville is growing community in the St. Louis/IL Metro East region. The city is home to three former Illinois governors, the “Mother Road” (Route 66), Southern Illinois University Edwardsville (SIUE), and a thriving residential, commercial, and industrial markets. In August 2023, the PGAV team and the City of Edwardsville embarked on the important process of updating the City’s 2013 Comprehensive Plan. Phase 1 included an assessment of demographic trends, market trends, and existing land use and development patterns to understand how Edwardsville has changed over the last decade and what trends may lie ahead. Since the previous comprehensive plan, Edwardsville has emerged as a regional retail hub and sports recreation. The City’s priority for investment in high quality services, infrastructure, and amenities has also made the city one of the most desirable places to live in the IL Metro East, which couple with national trends and market conditions has led to local housing demand and affordability challenges.

The public engagement process kicked-off with two pop-up engagement events in collaboration with City-sponsored events to create awareness about and encourage public participation in the planning process. In December 2023, the project team hosted the first Open House of the planning process. Attendees participated in a series of engagement activities designed to gather the community feedback on a range of topics including housing, commercial, and industrial development needs; issues and opportunities related to multi-modal transportation, parks and recreation, and Downtown Edwardsville; and bold community visioning.

***The Plan is anticipated to be adopted by the City in September 2024.***



## REFERENCES

### **Amy Hamilton**

City Manager  
City of Richmond Heights, MO  
ahamilton@richmondheights.org  
314-645-0404

### **Brent Buerck**

City Administrator  
City of Perryville, MO  
573-547-2594  
brentbuerck@perryvillemo.gov

### **Jonathan Raiche**

Director of Planning & Development Services  
City of Kirkwood, MO  
raichejd@kirkwoodmo.org  
314-984-5926

### **Anna Krane**

Planning & Development Director  
City of Clayton, MO  
akrane@claytonmo.gov  
314-290-8459

### **Steve Stricklan**

City Planner  
City of Edwardsville, IL  
sstricklan@cityofedwardsville.com  
618-692-7535



# PRICING



## ESTIMATED TIMELINE & FEE

Phase	Timeline	Task	TOTAL FEE
Existing Conditions	July - September	Kick Off Meeting	\$ 2,300
		Existing Plan Review	\$ 3,600
		Baseline Conditions Review / Land Use Inventory	\$ 22,500
		Transportation Analysis	\$ 4,200
		Demographic Analysis	\$ 3,000
		Market Analysis	\$ 9,300
		Trend Analysis	\$ 1,050
	October - December	Public Workshop #1	\$ 6,000
		Online Survey	\$ 1,400
		Stakeholder Meetings	\$ 5,700
Steering Committee Meeting		\$ 1,850	
		City Council Presentation	\$ 1,850
Land Use Planning & Development	January - March	Land Use Scenario Analysis	\$ 11,200
		Steering Committee Presentation	\$ 1,850
		Public Workshop #2	\$ 6,000
		Review and Refine Land Use Scenario	\$ 8,400
		Steering Committee Presentation & Review	\$ 1,400
Objectives and Key Results & Plan Development	March - April	Develop Draft OKRs	\$ 5,100
		Review Objectives alongside Existing Codes & Policies	\$ 1,700
	May	Public Workshop #3	\$ 6,000
	May - July	Draft Plan	\$ 19,600
		Feedback & Finalize Plan	\$ 5,700
	August	City Plan Commission & Public Hearing	\$ 1,850
		Present to City Council	\$ 1,850
		Publish Final Plan	\$ 1,850
			<b>\$ 135,000</b>

Based on the scope shown above and discussed in this proposal, the total project fee is estimated at \$135,000 and can be completed within the 15-18 month timeframe as shown above.

Additional reimbursable costs not-to-exceed \$5,000 will be billed at their direct cost to PGAV. Reimbursable expenses may include posters for public workshops, printing costs, mileage, postage, etc.



# APPENDIX



# ANDY STRUCKHOFF

*President, AICP, DFCP*

PGAV Planners’ approach to urban planning is to produce plans that reflect the community’s vision and that are actionable and achievable. These plans are based on community input, market knowledge, and sound planning principles. Andy Struckhoff applies this philosophy as President and leader of PGAV Planners’ staff.

Andy consults regularly with municipal clients, elected officials, staff, and private developers to develop creative planning, policy, and finance solutions. He has helped more than 100 communities across the country find planning, policy, and development solutions and has helped facilitate more than \$2 billion in development activity in the past decade.

Andy has more than a decade of experience helping clients understand the market, their financial impacts, and the role they play in the economy. Whether advising developers on the best market-supported solution, or working with community leaders to define a path towards implementing major projects, Andy is able to understand complex data and interpret it for his clients.

He has developed a strong reputation as an economic development consultant and serves as the on-call financial consultant for several districts, cities, and developers around the Country.

## EDUCATIONAL EXPERIENCE

### **Saint Louis University, St. Louis, MO**

MA Urban Planning & Real Estate Development

### **Saint Louis University, St. Louis, MO**

BA English & Communication

### **American Institute of Certified Planners (AICP)**

#024045

### **Development Finance Certified Professional**

**(DFCP)** Council of Development Finance

### **Tourism Management & Investment Plan, Asheville NC**

*Data Collection & Analysis, Bond Financing*

### **Master Plan & Real Estate Planning, Columbia SC**

*Data Collection, Financial Analysis, Development Planning, Pre-Development Solicitation*

### **Development Planning, Wharton TX**

*Market Analysis (Housing, Industrial, Retail, Office), Development Finance Analysis, Land Use Planning*

### **Economic Justice Action Plan, St. Louis, MO**

*Economic Conditions Analysis, Implementation Recommendations*

### **Tabernacle CDC Neighborhood Plan, St. Louis, MO**

*Strategic Plan, Capital Access, Revitalization*

### **Cortex Innovation Community, Saint Louis MO**

*Market Analysis (Office, Hotel, Retail), Revenue Analysis, Financial Projections, On-Call Economic Development Consultation*

### **Olympic Park Revenue Study, Goddard KS**

*Revenue Analysis, Financial Projections*

### **Ballpark Village, Saint Louis MO**

*Market Analysis (Office, Hotel, Retail, Multi-Family), Revenue Analysis, Financial Projections, On-Call Economic Development Consultation*

### **Market Study, Broomfield CO**

*Economic Analysis, Revenue Analysis, Market Research, Financial Projections*

### **Feasibility Study & Strategic Plan - United Keetoowah**

### **Band of Cherokee Indians, Tahlequah OK**

*Real Estate Analysis, Financial Review*

### **Downtown Market Study, Kirkwood MO**

*Plan Recommendations, Economic Analysis, City Council Review*



# ERIKA FIOLA

Senior Project Manager

Leveraging her Master’s in Urban Planning and Real Estate Development, Erika has worked with communities across the Midwest over the last 15 years. Her work has focused on a wide range of topics, such as talent attraction, workforce development, entrepreneurial ecosystem building, creative placemaking and public art, transportation policy, and downtown development. Erika loves collaborating with communities to identify, operationalize, and build buy-in for visionary and ambitious solutions.

## EDUCATIONAL EXPERIENCE

### Saint Louis University, St. Louis, MO

MA Urban Planning & Real Estate Development  
Certificate in GIS

### University of Missouri-St. Louis

Chancellor’s Certificate in Fundamentals of Economic Development

### University of Missouri-Columbia

Bachelor of Science

## CERTIFICATIONS / TRAINING

Anti-Bias/Anti-Racism Training, Crossroads (2019)

Community Development Practitioner Training, Springboard for the Arts (2020)

### Downtown Infill Concept Plan, Liberty MO

*Data Collection, Stakeholder Engagement, Scenario Planning*

### Business Development Policy & Program, Champaign IL

*Market and Policy Analysis, Community Engagement, Program Design*

### Previous Work Experience:

#### Missouri Technology Corporation, St. Louis, MO

*As Senior Manager of Strategic Initiatives, she designed and implemented a statewide strategic planning process that resulted in a plan to drive entrepreneurship and innovation for the State. Erika oversaw entrepreneurial ecosystem building and supported innovation districts across the state. Erika also developed the \$15 million Missouri Advanced Manufacturing Resiliency Grant Program.*

#### Regional Arts Commission, St. Louis, MO

*As Director of Grants and Strategic Initiatives, she oversaw external programming to include grantmaking, public art and creative placemaking initiatives, and programs that leverage the power of art for social change and community impact.*

#### Agenda 360 at the Cincinnati USA Regional Chamber, Cincinnati, OH

*As the Manger of Strategic Initiatives, she managed efforts to drive regional population growth, increase collaboration among elected officials throughout the region, and develop a strategy to guide civic tech investments. Erika also wrote The Connected Region - a report that explored the relationship between a vibrant economy and a robust transit system.*

#### Downtown Bloomington Association, Bloomington, IL

*As the Executive Director of the Downtown Bloomington Association, Erika worked to enhance the vitality of Downtown Bloomington. She guided the creation of a comprehensive development plan with input from over 1,000 diverse stakeholders, worked to build consensus for a Business Improvement District, and participated in the negotiations to renew a TIF District.*



# LINDSEY EVANS

Senior Project Manager, LEED AP

Throughout her life and professional career, Lindsey has developed a passion for continued investigation of how transformation succeeds at various scales and the role each of us, as individuals and qualified advisers, can play. Architecture is a field with an incredibly broad spectrum of specified interests. Development spans an even broader range by more wholly integrating the financial and operational considerations. With a background in both these fields, Lindsey has found herself experiencing constant crossover between a variety of professions including planning, housing development, design, and community engagement.

She is continually intrigued by analysis and progress that respects historic context, integrates comprehensive diversity, and provides equitable improvements. Over the past 15 years, she has been involved in various challenges including developing and constructing a catalyst for redevelopment after a natural disaster wiped an entire town off the map, sustainable restoration of public sector buildings as well as sustainable policy review in New York City, neighborhood transformation through single-family homeownership, and leading the development of over 750 units of mixed-income rental housing across numerous multi-million dollar mixed-use real estate developments in various states. These experiences have helped her develop a variety of skills including project management and leadership, written and verbal communication, and creative and critical thinking.

## EDUCATIONAL EXPERIENCE

### University of Kansas, Lawrence, KS

Master of Architecture

### UMSL Chancellor’s Certificate in Fundamentals of Economic Development

### NDC Rental Housing Development Finance Training

## Development Analysis, Economic Impact Analysis & Feasibility Studies:

*Creve Coeur, MO*

*Brentwood, MO*

*Ball Park Village - Downtown St. Louis*

*Cortex Innovation District*

*STL City SC*

## Planning Projects:

### Clayton Comprehensive Plan

*Clayton, MO*

### Small Area Scenario Plan

*Dardenne Prairie, MO*

### South Campus Master Plan - University of Missouri St. Louis

*St. Louis County MO*

## Previous Work Experience:

### McCormack Baron Salazar, St. Louis, MO

*An affordable housing real estate development company which transforms places into communities where all people can thrive. MBS is an industry leader with experience underwriting some of the most complicated affordable housing development deals. As an Assistant Vice President, her responsibilities included community engagement, project scheduling, financing applications, acquisition and entitlements, design and construction coordination, economic development outreach, stakeholder relationship management, underwriting and due diligence coordination, funding disbursement, equity installments, and transition to operations.*



# ADAM STROUD

Associate Director

Adam has 10 years of experience in the community and economic development field. He believes in the power of economic development and the substantial benefits it can bring for residents and business owners of all backgrounds. He enjoys working with City residents, businesses, and leaders to tackle complex issues facing each community. Adam is an expert in data analysis, development finance tools, and market feasibility and he brings these skills to every project.

Prior to coming to PGAV, Adam worked as economic developer for a community in Illinois, where he gained hands-on experience managing longstanding, multi-faceted projects and initiatives. Adam has implemented local economic development strategies, completed public outreach, and performed market research. His time in local government involved working with community groups, developers, real estate professionals, and elected officials to understand their desires and work to achieve community goals.

At PGAV, Adam has managed a variety of projects related to strategic planning, economic development, comprehensive and land use planning, market research, redevelopment incentives, GIS data collection, graphic renderings, 3D visualization, and on-call pre-development services.

## EDUCATIONAL EXPERIENCE

### **Saint Louis University, St. Louis, MO**

MS in Urban Planning & Development

### **Lindenwood University, St. Charles, MO**

BA History

## INVOLVEMENT

**Executive Committee Member, Illinois Tax Increment Association Board of Directors**

**Member, Urban Land Institute St. Louis Chapter**

### **Kansas City Incentives Study, Kansas City MO**

*Cost-Benefit Analysis, Data Collection, Data Standardization*

### **Economic Justice Action Plan, St. Louis MO**

*Data Collection and Analysis, Economic Justice Index, Demonstration Areas, Action Items*

### **Build Back Better Regional Challenge Phase 2**

#### **Application Submittal, Greater St. Louis Inc.**

*Gateway Global and SLDC project submissions*

### **Cortex Innovation Community, Saint Louis MO**

*Market Analysis (Office, Hotel, Retail), Revenue Analysis, Financial Projections, On-Call Economic Development Consultation*

### **Ballpark Village, Saint Louis MO**

*Market Analysis (Office, Hotel, Retail, Multi-Family), Revenue Analysis, Financial Projections*

### **City Center Master Plan, Jerseyville IL**

*Project Management*

### **On-Call Economic Development Services**

*Bi-State Development (Metro); Decatur, IL; Bloomington, IL; Moline, IL; Springfield, IL; Champaign, IL*

### **Old Town Streetscape Master Plan, Swansea, IL**

*Community Engagement, Online Engagement, Bike and Ped Pop-up Event, Land Use Strategy, Streetscape Concept Renderings*

### **Redevelopment Finance Consulting**

*Bloomington, IL; Collinsville, IL; Moline, IL; Decatur, IL; Wood River, IL; Breese, IL; Alton, IL; Grafton, IL; Litchfield, IL; Marshall, IL; Springfield, IL; Champaign, IL; Urbana, IL; Tuscola, IL; Arcola, IL; Hardin, IL; Divernon, IL; Quincy, IL*





# CATHERINE HAMACHER

Associate Director, AICP

Catherine Hamacher, Associate Director at PGAV, brings her background in urban planning and community engagement to each project. She has organized large town halls, orchestrated social media strategies, and led strategic planning efforts for a variety of planning and organizational development projects. Her favorite projects bring together community members and traditional leaders to come to consensus about what works for everyone.

Catherine loves to think about how to strategically get communities where they want to go. Whether its policy interventions, public space design, better systems for working together, or simply a marketing approach, Catherine enjoys helping communities implement ideas that will further a strong sense of place.

## EDUCATIONAL EXPERIENCE

Saint Louis University, St. Louis, MO  
MS in Urban Planning & Development

Trinity University, San Antonio, TX  
B.A., Urban Studies & Political Science, Urban Issues and Policy

Coro Fellowship in Public Affairs (2013-2014)

## CERTIFICATIONS / TRAINING

AICP #363711, American Institute of Certified Planners (2020)

Anti-Bias/Anti-Racism Training, Crossroads (2019)

Community Development Practitioner Training, Springboard for the Arts (2020)

### **Comprehensive Plan** Clayton MO

*Data Collection, Stakeholder Engagement, Scenario Planning*

### **Economic Justice Action Plan** Saint Louis MO

*Data Collection, Policy Analysis, Strategic Planning*

### **Tabernacle CDC Neighborhood Plan** Saint Louis MO

*Data Collection, Land Use Planning, Policy Analysis*

### **Comprehensive Plan** Richmond Heights MO

*Data Collection, Stakeholder Engagement, Scenario Planning*

### **Downtown Zoning Rewrite** St. Louis MO

*Data Collection, Zoning Legislation, Stakeholder Engagement*

### **South Campus Master Plan - University of Missouri St. Louis** St. Louis County MO

*Stakeholder Engagement, Market Analysis, Feasibility, Master Planning*

### **National Museum of Indian Removal Feasibility Study** St. James MO

*Stakeholder Engagement, Site Selection, Visitor Analysis*

### **Tourism Management & Investment Plan** Asheville NC

*Market Analysis, Community Engagement, Public Space Design, Policy Analysis*

### **Rock City Master Plan** Chattanooga TN

*Stakeholder Engagement, Market Analysis, Master Planning*

### **24:1 Land Use & Economic Development Plan** St. Louis County MO

*Data Collection, Market Analysis, Mapping*

### **Redevelopment Plan** Wellston MO

*Data Collection, Scenario Planning, Community Engagement*

### **Sedalia Comprehensive Plan** Sedalia MO

*Data Collection, Market Analysis, Community Engagement*

### **O'Fallon Comprehensive Plan** O'Fallon MO

*Data Collection, Market Analysis, Community Engagement*

### **Downtown Plan** Kirkwood MO

*Market Analysis, Scenario Planning, Community Engagement*

### **Swansea Streetscape Master Plan** Swansea IL



# CRISTEN HARDIN

Senior Project Manager

Cristen has a strong background in urban and regional planning.

She is experienced in leading multi-faceted, complex projects that involve public engagement, community visioning, developing economic incentive policies, zoning and development regulation updates, and implementation strategies that translate broad goals into clear guidelines and actionable tasks that City staff and elected officials can use on a daily basis. Cristen honed these and other skills during in her time a Municipal Planner where successfully managed St. Louis Road & Collinsville Road Great Streets Initiative Plan, from grant writing to plan adoption, administered the TIF and Business District incentive programs, lead boards and commissions through zoning code updates, site development reviews, and development finance incentive reviews.

Cristen’s municipal planning experience positions her to understand and navigate the delicate balance of developing realistic, community-centered plans and matching those plans with market realities and a city’s capacity to fund and implement plans. Cristen is also an experienced community liaison and enjoys presenting information to the public and elected officials. This often requires translating complex planning and economic development concepts for public understanding.

## EDUCATIONAL EXPERIENCE

### Illinois Basic Economic Development Course

#### University of Missouri-St. Louis

Chancellor’s Certificate in Fundamentals of Economic Development

#### University of Illinois at Champaign-Illinois (UIUC)

M.A., Urban Planning

#### Southern Illinois University Edwardsville (SIUE)

B.S., Business Administration, Finance and Management

### Comprehensive Plan Pevley, MO

*Demographic & Market Analysis, Community Engagement, Annexation Scenario Planning, Implementation Strategy*

### Comprehensive Plan Perryville, MO

*Demographic & Market Analysis, Community Engagement, Scenario Planning & Development, Implementation Strategy*

### Comprehensive Plan Richmond Heights, MO

*Community Engagement, Scenario Planning & Development, Implementation Strategy*

### Tabernacle CDC Neighborhood Plan St. Louis, MO

*Data Collection, Spatial Analysis, Community Engagement, Neighborhood Revitalization Strategy*

### City Center Master Plan Jerseyville, IL

*Demographic & Market Analysis, Community Engagement, Streetscape Improvement Concepts, Implementation Strategy*

### Immersive Experience Art Museum Feasibility Study Manhattan KS

*Market Analysis, Visitation Potential, Revenue Projections*

### Economic Development Consulting Services

*Bloomington, IL (TIF); Cahokia Heights, IL (TIF); Galesburg, IL (TIF); Memphis, TN (TIF); Sparta, IL (TIF); Springfield, IL (TIF); Quincy, IL (Enterprise Zone); Urbana, IL (TIF)*

### Market Analysis and Revenue Studies

*Aurora, CO; Cameron County, TX; Fort Scott, KS; Republic, MO; Wheat Ridge, CO*

### Previous Experience:

### Project Manager, STPD Community Center Plan - Pro Bono Service Program, APA-IL (2020)

*Managed a 9-person, multi-disciplinary project team including planners, architects, and development professionals to kick-start an early planning project to redevelop the site of an old skating rink into a community center through a participatory planning process.*



# JILL MEAD

Senior Project Manager

Jill Master’s degrees in both urban planning and public health. Her local experience includes analyzing data and creating economic development recommendations for local municipalities, downtowns (including Downtown St. Louis), development and redevelopment sites, and attractions such as Forest Park. In addition, Jill has completed market studies for affordable housing, adaptive reuse of historic buildings, and mixed use developments across the region. She manages PGAV’s library of geographic data, and creates interesting and engaging maps and visuals to illustrate planning concepts and ideas.

Before becoming a planner, Jill spent two years in rural Paraguay as a Peace Corps Volunteer. Jill’s community development principals are based in equity, sustainability and understanding how land use and transportation decisions affect the health and well-being of communities.

Outside of planning, Jill’s interests include learning new skills in web development, graphic design, map-making, and photography, as well as historic preservation and community building.

## EDUCATIONAL EXPERIENCE

### University of North Carolina

Master of City and Regional Planning - Transportation Specialization

### University of North Carolina

Master of Public Health - Health Behavior & Health Education

### Washington University

Bachelor of Arts in Spanish Language, Literature, and Anthropology

### Clayton Comprehensive Plan

*Clayton, MO*

### South Campus Master Plan - University of Missouri St. Louis

*St. Louis County MO*

### Grand Center CID Analysis Maps

*Saint Louis, MO*

### Jerseyville Zoning Update & 3D Map

*Jerseyville, IL*

### Lake Saint Louis Zoning Update & 3D Map

*Lake Saint Louis, MO*

### United Keetoowah Band of Cherokee Indians Feasibility Study

*Tahlequah, OK*

### Enterprise Zone Applications

*2 Illinois Communities*

### Cortex Innovation Community, Saint Louis MO

*Market Analysis (Office, Hotel, Retail), Revenue Analysis, Financial Projections, On-Call Economic Development Consultation*

### Ballpark Village, Saint Louis MO

*Market Analysis (Office, Hotel, Retail, Multi-Family), Revenue Analysis, Financial Projections*

### Downtown Market Study, Kirkwood MO

*Plan Recommendations, Economic Analysis, City Council Review*

### Old Town Streetscape Master Plan, Swansea, IL

*Community Engagement, Online Engagement, Bike and Ped Pop-up Event, Land Use Strategy, Streetscape Concept Renderings*



# SARAH DYOTT

*Project Planner*

Sarah is a city planning and real estate development professional passionate about the need for public and private collaboration in cities and communities in order to create thriving, healthy, and equitable places to live and work. She is dedicated to understanding the complexities and depth of social issues along with the culture, experience, and desires of communities in which she works, in order to create successful and equitable community-based projects.

Prior to joining PGAV Sarah worked in mixed-income housing development. She has also worked as a research assistant for several different projects, covering topics such as affordable housing preservation and career and technical education.

## EDUCATIONAL EXPERIENCE

### **Georgia Institute of Technology, Atlanta, GA**

Master of City and Regional Planning, Housing and Community Development specialization

Master of Real Estate Development

### **Washington University in St. Louis, St. Louis, MO**

B.S., Mechanical Engineering, Applied Science

### **Attainable Housing Study, Kirkwood MO**

*Research, Community Engagement*

### **Cortex Innovation Community, Saint Louis MO**

*Market Analysis (Office, Hotel, Retail), Revenue Analysis, Financial Projections,*

### **Downtown PILOT Study, Memphis TN**

*Research, Best Practices*

### **Grant Writing Services, Cahokia Heights IL**

*Research, Data Analysis, Grant Writing*

### **Housing Demand Study, Benton, Henry, Johnson, Lafayette, Pettis, & Saline Counties MO**

*Market Analysis, Data Collection, Data Analysis, GIS Mapping*

### **Market Demand and Development Feasibility Analysis, Moline, IL**

*Market Analysis, Development Feasibility Analysis, Revenue Projections, Community Engagement*

### **Neighborhood Conditions Matrix, O'Fallon IL**

*Market Analysis, Data Collection, Data Analysis, Community Engagement, GIS Mapping*

### **Market and Revenue Studies**

*Wichita KS, Columbus OH, Richmond Heights OH, Indianapolis IN*

### **TIF Consulting Services, Springfield IL**

*Data Analysis, GIS Mapping*

### **Tourism Master Plan, Independence MO**

*Market Analysis, Asset Inventory, Community Engagement, GIS Mapping*

### **Tourism Study, Fremont & Hot Springs Counties WY**

*Research, Data Analysis*

### **UMSL South Campus Master Plan, St. Louis MO**

*Best Practices, Data Analysis*



# TERESA ANDERSON

Project Manager

Teresa has been in planning offices for a decade and is fascinated by all the ways a community can be supported and the intersectionality of these systems. Teresa has worked at many levels of government from local zoning and comprehensive planning, to regional transportation planning, to state-wide affordable housing efforts and is eager to continue supporting communities in new and unique ways.

Teresa is dedicated to crafting custom solutions for and with communities to ensure sustainability and effectiveness, pulling from her wide-range of planning experiences and skill sets. For Teresa, it is vital that communities feel empowered by the planning process rather than stifled. This means transparency in decision-making, translating complex analysis into easy-to-understand discussion points, frequent and effective outreach, and proactive efforts to protect and lift those who have historically been left out.

## EDUCATIONAL EXPERIENCE

### University of Illinois, Urbana-Champaign

M.A., Urban Planning

### University of Illinois, Urbana-Champaign

B.A., Urban and Regional Planning

## SKILLS

ArcGIS Desktop

Adobe Creative Suite

MS Office (Excel and Power BI)

R

Comprehensive Planning

Zoning

Community Engagement

## Previous Work Experience:

### City of Franklin, Franklin, TN

*As Principal Planner of Long-Range Planning, Teresa led coordination of community outreach for the the City’s comprehensive plan update. The scope of work included appearances on local television and radio shows, distributing fliers to local businesses, coordinating public meetings with over 600 participants, appearances at local events, distribution, analysis, and presentation of a virtual survey with over 1,000 responses, thoughtful and transparent communication to the public through an email distribution list and a dedicated webpage, and analysis and presentation of all comments received through each of these efforts.*

### Tennessee Housing Development Agency, Nashville, TN

*As the Research Engagement Coordinator, Teresa worked to expand access to affordable housing through distribution of a technical assistance Grant to Tennessee Development Districts as well as the creation of a housing data dashboard for 108 Tennessee geographies. Teresa also worked with partner agencies to ensure inclusion of required data for grant applications and federal reporting on the dashboard.*

### McLean County Regional Planning Commission, Bloomington, IL

*As an assistant planner, Teresa worked to create a connected Central Illinois Region by coordinating sustainable transportation efforts, creating a transportation data dashboard, and performing analysis for the local transit agency’s Short-Range Transit Plan. Her work also included assisting with analysis for required federal reports and community engagement efforts to distribute CDBG funds.*

### City of Naperville, Naperville, IL

*As an Intern, Teresa mastered the zoning ordinance by acting as “Planner of the Day” and answering any question for the planning team on a daily basis, reviewing both building and occupancy permits weekly, carrying through annexations and variances to City Council, and reviewing development plans. Teresa also led special projects such as researching and drafting a new ordinance allowing fowl in residential zoning districts as well as creating a Vacant Land report to detail future potential density for the water department.*



# SAREH TABRIZCHI

*Urban Design Specialist*

Sareh Tabrizchi is a highly skilled professional with expertise in Urban Planning, Urban Design, Geospatial Data Analysis (GIS). With an unwavering passion for staying abreast of the latest technology trends, Sareh consistently ensures that her expertise remains up to date. She adeptly transforms complex planning-related content into easily comprehensible and visually engaging information for the general public, showcasing her commitment to effective communication.

She excels in research and strategic planning, and possesses proficiency in utilizing advanced software and technologies to create interactive maps, optimize data, and provide data-driven solutions for urban operations. Sareh is dedicated to driving innovation and making a meaningful impact in the field of urban planning.

With a Middle Eastern upbringing and education, she brings valuable diversity to our team, embodying a rich cultural heritage and architectural history. Her unique perspective will contribute to our commitment to equity and diversity, which are crucial elements in urban planning, community engagement, and outreach.

## EDUCATIONAL EXPERIENCE

### University of Tehran

Master of Urban Design (M.U.D)

### Art University of Isfahan

Bachelor of Urban Planning Engineering

## SKILLS

AutoCAD	SQL
Revit	FME
Sketchup Pro	MS Office (Excel, Access, Power BI)
3Ds Max	
CityEngine	Python
ArcGIS	HTML
Adobe Creative Suite	BIM
Lumion	IIS-SourceTree- Bitbucket

## Projects:

### Comprehensive Plan Perryville, MO

*Scenario Planning, 3D-Visualization, Urban Design*

### Downtown Infill Concept Plan, Liberty, MO

*Mapping, Site Selection Matrix, 3D-Visualization*

### Scenario Planning Dardenne Prairie, MO

*3D-Visualization, Urban Design*

### Industrial Park Master Plan Farmington, MO

*Concept Design, Site Plan, Cost Estimates*

### Fiscal Impact Analysis, O'Fallon MO

*Development Scenario Planning, Land Use Strategy, GIS Analysis, Urban Design*

### Economic Justice Action Plan, St. Louis MO

*Multi-Criteria Evaluation, GIS, Spatial Analysis*

### Qualifications Analysis & Planning Study, Springfield MO

*Market Analysis, Data Collection, Data Analysis, GIS Mapping*

### Bond Revenue Study, North Kansas City MO

*Market Analysis (Office, Hotel, Retail), Revenue Analysis, Financial Projections*

### Neighborhood Conditions Matrix and Design Guidelines, O'Fallon IL

*Data Collection and Analysis*

### Markets at Olive Revenue Study, University City MO

*Revenue Analysis, Financial Projections*

### TIF, Business District & Riverfront Tourism Plan, Hardin, IL

*Community Engagement, Comprehensive Planning, GIS*



# NOELLE MAXEY

Project Manager

As PGAV’s newest Project Manager, Noelle brings a background in zoning, land use planning, and geospatial analysis to PGAV. Previously a county-level planner in Illinois, Noelle’s skills include collecting, analyzing, and presenting data in a variety of formats, writing, and amending ordinances based on current land use laws, best planning practices, and review of proposals for compliance. She coordinates between government officials, members of the public, landowners, and professionals in the development field. Noelle is passionate about improving communities through sustainable and equitable development and increasing accessibility to green spaces, healthy foods, public transit, amusements, and city centers.

## EDUCATIONAL EXPERIENCE

### **Southern Illinois University - Edwardsville**

Master of Science in Geography (2018)

### **Southern Illinois University – Edwardsville**

Bachelor of Urban Planning Engineering

Bachelor of Science in Physical Geography (2016)

## SKILLS

ArcGIS Pro

ArcGIS Desktop

ESRI

Adobe Creative Suite

MS Office (Excel, Access, Power BI)

Placer ai

Ordinance

Amendments

## PROJECTS

### **South TIF District Quincy, IL**

*Research, Data Collection, Data Analysis, GIS Mapping*

### **South Central Business District Springfield, IL**

*Research, Data Collection, Data Analysis, GIS Mapping*

### **Comprehensive Plan Edwardsville, IL**

*Research, Best Practices, Data Analysis, Research*

### **Comprehensive Plan Pevely, IL**

*Research, Best Practices, Data Analysis, Research*

## PREVIOUS WORK EXPERIENCE

### **Madison County Building & Zoning – Edwardsville, IL Assistant Planner/Zoning Coordinator**

*I was with Madison County for nearly four years, first as Assistant Planner, then as Zoning Coordinator. My roles involved enforcing the Madison County Zoning and Subdivision Ordinances, amending, and writing new ordinances based on best planning practices and current land use law, reviewing development proposals for compliance, preparing and presenting reports for public hearings, and providing guidance and support through the zoning hearing process for rezoning, variances, and special uses. Through Madison County, I also served as a liaison between local government officials, members of the public, and landowners/developers.*

### **Optimal Geo – St. Louis, MO Geospatial Analyst**

*At Optimal Geo, I built on the GIS skills I gained during my undergraduate and graduate programs and utilized ArcMap to perform a variety of tasks, including but not limited to feature extraction of structures, roadways, bodies of water, significant locations, agricultural features, etc., review and quality control of colleagues’ projects, and integration and conflation of data sets.*



# RYAN SMITH

Planner

Ryan is a city planning professional who is driven by an unwavering passion to reshape the inner-city landscape. Committed to addressing social, economic, and educational disparities, Ryan envisions a future where cities thrive with equality and equity. With a keen understanding of urban dynamics, he strives to create sustainable and inclusive environments that uplift communities, promote healing, and foster positive change.

Ryan completed his undergraduate studies at Missouri State University in May 2022 with a Bachelor of Science in Community and Regional Planning. Ryan is also a 2023 ULI Real Estate Diversity Initiative (REDI) Program Graduate.

In addition to his work at PGAV, Ryan serves on the weCollab implementation committee for the WestEnd Neighborhood Plan.

## EDUCATIONAL EXPERIENCE

**Missouri State University, Springfield, MO**

B.A., Community and Regional Planning

## CERTIFICATIONS / TRAINING

St. Louis Urban Land Institute Real Estate Diversity Initiative (REDI), 2024

**Comprehensive Plan** Hazelwood MO

*Data Collection, Mapping*

**Small Area Plan** Dardenne Prairie MO

*Data Collection, Analysis*

**Comprehensive Plan** East Peoria IL

*Data Collection, Market Analysis, Priorities*

**Comprehensive Plan** Cahokia Heights IL

*Existing Conditions, Mapping*

**Tabernacle CDC Neighborhood Plan** Saint Louis MO

*Priorities, Plan Writing*

### Previous Experience:

Southwest Missouri Council of Governments - Planning Intern

*Gained valuable experience in urban planning, economic development, and collaborative initiatives through assisting with a variety of planning initiatives in the service area.*



200 N. Broadway, Suite 1000  
St. Louis, MO 63102

**RESOLUTION**

**R24-40**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AUTHORIZING THE CITY MANAGER ACCEPT THE PROPOSAL OF PGAV IN THE AMOUNT OF ONE-HUNDRED THIRTY-FIVE THOUSAND DOLLARS (\$135,000) TO PROVIDE PROFESSIONAL CONSULTING SERVICES RELATED TO THE CITY'S COMPREHENSIVE PLAN

WHEREAS, the City of Maplewood issued a Request for Proposals (RFP) to provide professional planning services relating to updating and revising the City's Comprehensive Plan; and

WHEREAS, two firms responded to the request, both were deemed qualified to do the work; and

WHEREAS, the Plan and Zoning Commission and City staff reviewed the proposals and recommend the low bid of \$135,000 from PGAV for the following reasons:

- 1) The Firm's capability to meet the Scope of Services
- 2) Ability to perform the requested services outlined in the RFP
- 3) Experience in developing equity-based comprehensive plans
- 4) Specialized experience and technical competence of Firm with respect to the type of services required
- 5) Past record of performance of Firm with respect to such factors as control of costs, quantity of work, and ability to meet schedules
- 6) Familiarity with the region/proximity
- 7) Experience of the Firm and its individual professional staff members in performing services for similarly sized municipalities
- 8) Qualifications of the professional staff proposed for the project

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

The City Manager is hereby authorized to accept the proposal of PGAV to provide professional planning services relating to updating and revising the City's Comprehensive Plan at a cost of one-hundred thirty-five dollars (\$135,000).

Passed this 11<sup>th</sup> day of June 2024.

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Anthony Traxler, Deputy City Clerk

Approved this 11<sup>th</sup> day of June 2024.

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Anthony Traxler, Deputy City Clerk

# INTEROFFICE MEMORANDUM

---



To: Mayor and City Council  
From: Lexie Miller, Director of Finance  
Date: June 7, 2024  
Subject: Recommendations for Financial Advisor and Bond Counsel - General Obligation Bond Sale

The City is moving forward with issuing general obligation bonds to finance street, sidewalk, street lighting, and traffic-calming improvements approved by voters on April 2, 2024 with the successful passage of Proposition S. In preparation for this bond issuance, the City recently engaged in processes to select a financial advisor and a bond counsel.

The City identified the need for a financial advisor to assist in the competitive sale of the general obligation bonds. A Request for Proposals was issued on May 7, 2024, and five proposals were received from qualified municipal advisory firms on May 24th. Responsive proposals were submitted by Columbia Capital, L.J. Hart and Company, Stifel, UMB Financial Services, Inc., and WM Financial Strategies. After a thorough evaluation by City staff of the proposed services, firm experience, project timelines, references, and fees, UMB Financial Services, Inc. received the highest overall rating. Staff recommends awarding the financial advisory services contract to UMB Financial Services, Inc. for the upcoming bond sale.

In addition to a financial advisor, the City also requires specialized legal counsel for a municipal bond issuance. The enclosed resolution seeks to engage Gilmore & Bell, P.C. as bond counsel. As outlined in their engagement letter, Gilmore & Bell will provide comprehensive legal services including drafting bond documents, rendering a validity opinion, ensuring compliance with tax and disclosure laws, and overseeing the closing process. Staff further recommends engaging Gilmore & Bell, P.C. to prepare the Official Statement for the bonds.

With Council's approval, the City will be well-positioned to proceed with financing critical infrastructure needs identified by Maplewood voters. If you have any questions or concerns, please contact me at 646-3606.



Proposal to Provide Financial Advisory Services

# CITY OF MAPLEWOOD, MISSOURI

**Due Date: May 24, 2024  
12:00 pm (CST)**

Submitted by:



Financial Services, Inc.  
Member FINRA, SIPC

**Reagan Holliday**  
Senior Vice President  
**UMB Financial Services, Inc.**  
2 S Broadway  
St. Louis, MO 63102  
Office: 314.477.8168  
E-mail: reagan.holliday@umb.com

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**Attachment 1** – Signature Block

**Appendices**

Appendix A – Disclosure



## Financial Services, Inc.

Member FINRA, SIPC

May 24, 2024

Ms. Alexis Miller  
Director of Finance  
7601 Manchester Road  
Maplewood, MO 63143

Dear Lexie:

On behalf of the UMB Financial Services, Inc. (“UMB”, “UMBFSI” or “Firm”) team, thank you for the opportunity to submit our Proposal to Provide Financial Advisory Services to the City of Maplewood, Missouri (the “City”). We appreciate your consideration and are confident that the City will find UMBFSI is well-suited to provide the expertise and guidance needed to meet its municipal advisory needs.

**Breadth and Depth of Experience.** Since 2019, the proposed municipal advisory team has successfully advised on over \$4.5 billion in par value of debt, facilitated the adoption of more than a dozen financial management plans, and created more than fifty special districts. Additionally, the market insights, knowledge and experience of UMB Bank, n.a.’s Capital Markets Division will be a valuable resource for the City as it seeks to access the market, having successfully underwritten almost 800 debt issues totaling more than \$45 billion in par value in the past five years.

Our municipal advisory team takes great pride in providing a full suite of advisory services for our local government clients, including financial planning, debt capacity analysis, cash flow modeling, debt advisory, and economic development services. We are confident that the City will be well-served by our municipal advisory team, and we look forward to an opportunity to put our market knowledge and experience to work for the City.

**Strong Missouri Presence.** UMB Financial Corporation’s (“UMBF”) headquarters is located in Kansas City, with 52 branches located throughout the state of Missouri, including 13 in the St. Louis region. UMBF employs over 2,000 associates in the state of Missouri, holds over \$14 billion in Missouri deposits, and as a company we make it a priority to support the communities we live and work in. In addition to providing financial products built for the needs of our customers, UMBF utilizes associate volunteerism and corporate philanthropy to build strong community partnerships within Missouri.

Our proposed team leader, Reagan Holliday, is based in St. Louis and has unique expertise in serving as a municipal advisor to municipalities given she worked for a Missouri city for approximately 7 years. Reagan served as the Assistant City Attorney to the City of Cape Girardeau before she relocated to St. Louis in 2008 to specialize in public finance law as a bond counsel attorney at Gilmore & Bell, PC. Although Reagan recently joined UMB, she has over 15 years of public finance experience and has worked with multiple political subdivisions in the St. Louis metropolitan area, including among others, the City of St. Louis, the City of Des Peres, the City of Arnold, the City of Sunset Hills and the Saint Louis Zoo.

**Service and Integrity.** Our advisors are dedicated to serving the best interests of our clients with each engagement and to providing the best advice based upon our client’s unique needs and objectives. We combine the business values and relationship-based responsiveness of a regional municipal advisory firm with the capabilities, market data, reach and sophistication of a large national institution. Through our hands-on customer service approach, we strive to build partnerships with our clients that will eventually help us earn and maintain their trust.

Thank you for this opportunity to submit our qualifications to work with the City. Please do not hesitate to contact us if you have any questions. We look forward to serving the City.

Sincerely,

**Reagan Holliday**  
*Senior Vice President*  
**UMB Financial Services, Inc.**  
phone: 314.477.8168  
email: reagan.holliday@umb.com

### 3. UMB's Team For Maplewood

Resume of professional(s) that will be assigned to the transaction, including a description of relevant Missouri experience. Include a list of issues for which the individual(s) has served as financial advisor on a competitive bid process during the past three years. Exclude issues for which the firm served as financial advisor and subsequently underwrote.

**UMBFSI Team's Credentials.** UMB would commit the full resources of our Public Finance Group to the City throughout the term of this engagement, with a team of two Advisors and a financial analyst dedicated to serving the needs of the City.

The market insights, knowledge and experience of UMB Bank, n.a.'s Capital Markets Division will also be a valuable resource, assisting the municipal advisory team in providing key insights into investor preferences and market changes as alternative financing structures are developed for the City to consider. Combining UMB Bank's unique and diversely experienced CMD underwriting team with our Municipal Advisory Group makes us uniquely able to advise on creative solutions to fit our clients' needs. Our personal touch, paired with our strong financial advisory experience, market insight, and industry relationships uniquely positions us to serve as the City's municipal advisor.

UMBFSI's proposed municipal advisory team will be led by Reagan Holliday, Senior Vice President, who has over 15 years of experience working with municipal issuers on public financings as well as roughly seven years as an internal municipal lawyer advising governmental staff and navigating governmental processes and requirements. Reagan is a fully licensed municipal advisor who holds the FINRA Series 50, 52 and 63 licenses. She is also a member of the Missouri Bar Association. Reagan completes educational training annually to maintain her securities licenses and Missouri law license. Reagan will be the primary contact for the City's engagement and is fully prepared to meet with the City's officials and staff in person as needed. Scott Crist, Executive Vice President & Manager, who has over 20 years of experience, will serve as a secondary contact. Reagan and Scott will also have the support of Richard Dodd, a financial analyst. **Their relevant skills, certifications, and experience are further detailed in the respective sections below.**

**Reagan Holliday**  
*Senior Vice President, Public Finance*

*e. reagan.holliday@umb.com*  
*p. 314.477.8168*

Reagan Holliday joined UMB Financial Services, Inc. (UMBFSI) in October 2023 as a Senior Vice President. Reagan has over 20 years of combined public finance and municipal experience. Reagan specializes in working with Midwest public entities as a municipal advisor or bond underwriter for project financings and re-financings. Since recently joining UMBFSI Reagan has worked with the City of Des Peres as municipal advisor for its \$10.3MM public safety building financing. Some of her notable advisory engagements at her prior employer, Hilltop Securities Inc., include Cape Girardeau County for its \$32.2 million jail renovation and \$20.055 million Justice Center facility project. Reagan also served as a co-municipal advisor to the Saint Louis Zoo for its \$100 million financing for its Wildcare Park. Prior to becoming a public finance banker, Reagan practiced public finance law at Gilmore & Bell and served as the Assistant City Attorney for the City of Cape Girardeau.



Reagan earned a Bachelor of Science in Business Administration, with an emphasis in Finance, from Drake University in Des Moines, Iowa, and a Juris Doctorate from Wake Forest University School of Law in Winston-Salem, North Carolina. She holds the FINRA Series 50, 52 and 63 licenses. Reagan is a member of the Missouri Bar Association. Reagan is a past board member for Women in Public Finance, a national organization, and is an occasional speaker at conferences throughout the Midwest. She most recently served on a panel presentation about renewable energy projects at the annual Missouri Government Finance Officer's Association conference on May 16, 2024.

**Scott Crist**  
*Executive Vice President & Manager, Public Finance*








*e. scott.a.crist@umb.com*  
*p. 816.860.7213*

Scott Crist joined UMB in 2002. As executive vice president and manager of the Public Finance Municipal Advisory Group, he is responsible for the administration of the firm's municipal advisory services, negotiated sales, and private placement efforts. Since joining the firm, he has worked with issuers across the country on various projects, and on each project he works with the client to develop a unique financing structure that meets their specific needs.



Scott received his Juris Doctor degree and Master of Business Administration degree from the University of Missouri in Kansas City, Missouri, and a Bachelor of Science degree in finance and economics from the

**Debt Advisory.** When it comes to issuing debt, UMB offers a full-service and hands-on approach to all our clients. Additionally, our municipal advisors partner closely with UMB Bank n.a. Capital Markets Division’s municipal underwriting and trading group because, having a deep understanding of the current trading and distribution environment is paramount when bringing a bond issue to market. UMB will leverage its leadership and market presence throughout Missouri and the region to help ensure the City’s bonds are appropriately priced and costs of issuance are reasonable and fair. Our process for this type of work is illustrated below, UMB’s municipal advisory team can help our clients measure the financial repercussions of major decisions, including assessing debt affordability through comprehensive financial modeling, tax impact analysis, and rate/fee studies.

Phase	 <b>Develop Financing Program</b>	 <b>Structure Financing</b>	 <b>Coordinate Related Service Providers</b>	 <b>Coordinate Rating / Credit Enhancement</b>	 <b>Prepare Offering Documents</b>	 <b>Conduct Marketing and Sale of Debt</b>	 <b>Provide Ongoing Services</b>
Key Activities	<ul style="list-style-type: none"> <li>• Conduct survey of current financial position</li> <li>• Review existing debt</li> <li>• Analyze range of debt alternatives</li> <li>• Develop plan of finance</li> <li>• Create/review long-term capital planning</li> </ul>	<ul style="list-style-type: none"> <li>• Structure the financing</li> <li>• Specify issue terms and conditions</li> <li>• Evaluate market innovations and comparables</li> <li>• Determine method of sale</li> </ul>	<ul style="list-style-type: none"> <li>• Coordinate with bond counsel and local counsel to meet legal requirements</li> <li>• Participate in selecting underwriter or syndicate for negotiated transactions</li> <li>• Arrange other related service providers</li> </ul>	<ul style="list-style-type: none"> <li>• Develop bond rating strategy and presentation</li> <li>• Assess value of bond insurance and/or surety</li> </ul>	<ul style="list-style-type: none"> <li>• Review and advise upon offering documents</li> <li>• Consider disclosure requirements with bond and underwriter’s counsel</li> <li>• Distribute documents to potential purchasers</li> </ul>	<ul style="list-style-type: none"> <li>• Coordinate pre-sale and pre-pricing with bond underwriter</li> <li>• Conduct sale of debt</li> <li>• Close transaction</li> <li>• Prepare transaction summary report</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain continual contact</li> <li>• Comment on credit implication of local actions</li> <li>• Evaluate financing alternatives</li> <li>• Monitor refunding opportunities</li> <li>• Participate in long-range strategic planning for capital improvements and debt structure</li> <li>• Monitor legislative and regulatory changes</li> </ul>

UMB has a long history and is well known throughout Missouri for our banking and bond underwriting, our municipal advisory services line of business began in 2019. Since that time, the UMB advisory team has advised on over \$4.5 billion in par value of debt issues, facilitated the adoption of numerous financial management plans, and assisted in the creation of more than fifty special districts. Once engaged as financial advisor, Reagan Holliday, the proposed primary team leader will meet in person with the City’s internal financing team to formulate a financing schedule and determine how to structure the financing in the best way possible to meet the City’s objectives and goals. Throughout the bond financing, Reagan will educate and advise the City on the decisions that need to be made by the City, provide any requested recommendations, facilitate and coordinate with the financing team (I,e, rating agency, bond counsel and paying agent), to make sure all requisite steps including document preparation and review are completed in a timely manner, set up and administer the bond sale, prepare the closing memorandum and manage all closing activities including preparing a final pricing book for the City to keep as part of its bond file.

**Financing Team Selection.** UMBFSI is thoroughly familiar with GFOA’s best practices relating to the selling of bonds and selection of finance professionals and we always strongly encourage our clients to follow them. Although municipal advisors manage the financing process on behalf of the issuer, we believe bond issuers should remain in control of the decision-making process. Our goal as the City’s municipal advisor is to provide the City with the information they need to make an informed decision. This applies to financings and projects, as well as the selection of other financing team members.







**Market and Debt Analysis.** UMB has invested significant efforts into developing various proprietary market analytics that assist in optimizing information flow before, during and after a bond sale because we are constantly seeking to raise the bar on the services, resources, and level of customer service our firm delivers. Using internal and external systems, we put

- Set up and manage the competitive sale and evaluate the bids received.
- Review and collaboration with Bond/Disclosure Counsel to assist in drafting and finalizing bond documents, official statement, notice of sale and agreements.

Leading up to the Bond Sale, UMBFSI kept the City informed on the tax-exempt bond market which at that time was experiencing significant volatility and waning investor demand and provided valuable feedback about factors that could affect their pricing. Despite the volatility and uncertainty related to the impending FOMC meeting, on the date of sale (December 13, 2023), the City received 4 strong bids with the best bid resulting in a True Interest Cost of 3.68% for a 20-year financing.

**5. References**

Provide a list of 6 (six) references for the professional(s) that will be serving the City of Maplewood.

Issuer		Contact Information
	CITY OF DES PERES, MISSOURI	<b>Tracy Hansen</b> Director of Finance 314.835.6113 thansen@desperesmo.org
	CAPE GIRARDEAU COUNTY, MISSOURI	<b>Clint Tracy</b> Presiding Commissioner 573.204.2494 Ctracy@capecounty.us
	CITY OF EDWARDSVILLE, ILLINOIS	<b>Jeanne Wojcieszak</b> Finance Director 618-692-7500 jwojczszak@cityofedwardsville.com
	ST. CHARLES COMMUNITY COLLEGE	<b>Todd Galbierz</b> VP for Administrative Services 636-922-2122 tgalbierz@stchas.edu
	CITY OF ARNOLD, MISSOURI	<b>Bill Lehmann</b> Finance Director 636-282-6665 blehmann@arnoldmo.org
	ST LOUIS ZOO	<b>Cassandra Ray</b> Chief Financial Officer 314-486-0952 ray@stlzoo.org

**6. UMB's Fee**

Provide a fee quotation.

UMBFSI is flexible in our approach to advisory fees for each municipal advisory engagement and we believe cost effectiveness is an important consideration. As such, we typically structure our engagements on a not-to-exceed flat fee basis for a deliverable item and an hourly fee basis for general consulting services. For financial advisory services for a \$6 million general obligation bond issuance, we propose a flat fee of \$20,000.

**7. Official State Preparation**

Indicate whether your services include preparation of the Official Statement. If not, indicate the name of the firm you propose to serve as disclosure counsel and the estimated cost for this service.

As a former bond counsel attorney, the proposed team leader, Reagan Holliday has significant experience preparing and reviewing Official Statements. Significantly, however, given the heightened regulatory environment and legal ramifications

# **Attachment 1**

## Signature Block

**6.0 SIGNATURE BLOCK**

Please return this page with each copy of your submittal.

The undersigned, an authorized agent of his/her company, hereby certifies:

- familiarization with all terms, conditions, and specifications herein stated;
- vendor is qualified to perform work and services as included;
- that the pricing contained in this submittal is valid until 5/24/25 (date).

UMBFSI  
Company Name

Reagan M. Holliday 5-9-24  
Authorized Signature

2 South Broadway  
Mailing Address

Reagan M. Holliday  
Printed Name

ST LOUIS MO 63102  
City, State, Zip Code

314-477-8168  
Phone Number

yes  
Is Business a Corporation?

reagan.holliday@umb.com  
E-mail Address

Subscribed and sworn to me this 9<sup>th</sup> (day) of May 2024 (month/year).

I am commissioned as a notary public within the County of St. Louis, Missouri (County/State)

and my commission expires on 11/30/2026 (date).

[Signature]  
Signature of Notary

5/9/2024  
Date



# **Appendix A**

## UMBFSI's Disclosures

## **UMB Financial Services, Inc. Disclosures**

This communication is provided for informational purposes only and is (1) not an offer or solicitation for the purchase or sale of any financial instrument; (2) not a solicitation to participate in any trading strategy; (3) not a solicitation of any municipal underwriting services provided through UMB's affiliate bank dealer, UMB Bank, n.a. Capital Markets Division; (4) not an official confirmation of any transaction; and (5) not a recommendation of action to a municipal entity or obligated person and does not otherwise provide municipal advisor advice. The content included in this communication is based upon information available at the time of publication and is believed to be reliable, but UMB Financial Services, Inc. does not warrant its completeness or accuracy, and it is subject to change at any time without notice. UMB Financial Services, Inc. and their affiliates, directors, officers, employees or agents are not liable for any errors, omissions, or misstatements, and do not accept any liability for any loss or damage arising out of your use of all or any of this information. You should review all related disclosures and discuss any information and material contained in this communication with any and all internal or external advisors or other professionals that are deemed appropriate before acting on this information. Past performance is no indication of future results.

**Securities offered through UMB Financial Services, Inc., are:**

**NOT FDIC INSURED | NO BANK GUARANTEE | MAY LOSE VALUE**

**UMB Financial Services, Inc. | 1670 Broadway | Denver, Colorado 80202**



## RESOLUTION

R24-41

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AUTHORIZING THE CITY MANAGER TO ACCEPT THE PROPOSAL OF UMB FINANCIAL SERVICES, INC. IN THE AMOUNT OF TWENTY THOUSAND DOLLARS (\$20,000) TO SERVE AS THE CITY'S FINANCIAL ADVISOR FOR THE COMPETITIVE ISSUANCE OF BONDS TO CONSTRUCT, RECONSTRUCT, EXTEND, REPAIR, AND IMPROVE CITY STREETS, SIDEWALKS, AND STREET LIGHTING.

WHEREAS, the citizens of the City of Maplewood (the "City") approved Proposition S, a general obligation bond for street and sidewalk reconstruction and street lighting, on April 2, 2024; and

WHEREAS, the City requires the services of a financial adviser to secure competitive bids for the issuance of the bonds; and

WHEREAS, a request for proposals was issued on May 7, 2024; and

WHEREAS, five firms responded to the RFP with proposals that were deemed responsive; and

WHEREAS, UMB Financial Services, Inc. received the highest score from staff based on the following criteria:

- 1) The firm's experience in providing financial advisory services to clients similar to the City
- 2) The qualifications, experience, and availability of the lead person(s) and team assigned to provided services for the City
- 3) The overall completeness, clarity, and quality of the proposal and responsiveness to the requirements of the RFP
- 4) The proposed fee(s) for the required services
- 5) External references

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

The City Manager is hereby authorized to accept the proposal of UMB Financial Services, Inc. to serve as the City's financial advisor for the issuance of Proposition S bonds at a cost of twenty thousand dollars (\$20,000) in accordance with the terms of the engagement letter attached hereto as Exhibit A, which the City Manager is authorized to sign on behalf of the City.

Passed this 11<sup>th</sup> day of June, 2024.

---

Barry Greenberg, Mayor

Attest:

---

Anthony Traxler, Deputy City Clerk

Approved this 11<sup>th</sup> day of June, 2024.

---

Barry Greenberg, Mayor

Attest:

---

Anthony Traxler, Deputy City Clerk

**EXHIBIT A**

**UMB FINANCIAL SERVICES, INC.  
MUNICIPAL ADVISOR ENGAGEMENT LETTER**

**UMB FINANCIAL SERVICES, INC.**  
**MUNICIPAL ADVISOR ENGAGEMENT LETTER**

**Name of Appropriate Official/Officer:**

**REAGAN HOLLIDAY, SENIOR VICE PRESIDENT**

**Municipal Entity/Obligated Person Name:**

**CITY OF MAPLEWOOD, MISSOURI**

**UMB FINANCIAL SERVICES, INC.** (“Municipal Advisor”) appreciates the opportunity to serve as municipal advisor to the **CITY OF MAPLEWOOD, MISSOURI** (“Client”). Upon your acceptance, this engagement letter (the “Agreement”) will serve as our mutual agreement with respect to the terms and conditions of our engagement as your municipal advisor, effective on the date this Agreement is executed by Client (the “Effective Date”).

**1. Scope of Services.**

(a) *Services to be provided.* Municipal Advisor is engaged by Client as its municipal advisor to provide the services with respect to the issuances of municipal securities (“Issues”) or municipal financial products (“Products”) set forth in **Appendix A** (the “Scope of Services”).

(b) *Limitations on Scope of Services.* The Scope of Services is subject to the following limitations:

(i) The Scope of Services is limited solely to the services described herein and is subject to any limitations set forth within the description of the Scope of Services.

(ii) Unless otherwise provided in the Scope of Services described herein, Municipal Advisor is not responsible for preparing any preliminary or final official statement, or for certifying as to the accuracy or completeness of any preliminary or final official statement, other than with respect to any information about Municipal Advisor provided by Municipal Advisor for inclusion in such documents.

(iii) The Scope of Services does not include tax, legal, accounting or engineering advice with respect to any Issue or Product or in connection with any opinion or certificate rendered by counsel or any other person at closing and does not include review or advice on any feasibility study.

(iv) If Client has designated Municipal Advisor as its independent registered municipal advisor (“IRMA”) for purposes of SEC Rule 15Ba1-1(d)(3)(vi) (the “IRMA exemption”) with respect to the activities and aspects described in the Scope of Services, the Scope of Services as they relate to such designation as IRMA shall be subject to any

limitations with respect to Municipal Advisor's activities as IRMA as may be provided in the Scope of Services described herein. Municipal Advisor is not responsible for verifying that it is independent (within the meaning of the IRMA exemption as interpreted by the SEC) from another party wishing to rely on the exemption from the definition of municipal advisor afforded under the IRMA exemption. Any reference to Municipal Advisor, its personnel and its role as IRMA in the written representation of Client contemplated under SEC Rule 15Ba1-1(d)(3)(vi)(B) is subject to prior approval by Municipal Advisor, and Client agrees not to represent, publicly or to any specific person, that Municipal Advisor is Client's IRMA with respect to any aspect of municipal financial products or the issuance of municipal securities, or with respect to any specific municipal financial product or any specific issuance of municipal securities, outside the Scope of Services without Municipal Advisor's prior written consent.

(v) Municipal Advisor is engaged as an independent contractor and will accomplish the services under this Agreement in such capacity. Client will have no control or supervisory powers as to the detailed manner or method of Municipal Advisor's performance of the services under this Agreement.

(c) ***Amendment to Scope of Services.*** The Scope of Services may be changed only by written amendment or supplement to the Scope of Services described herein. The parties agree to amend or supplement the Scope of Services described herein promptly to reflect any material changes or additions to the Scope of Services.

**2. Municipal Advisor's Regulatory Duties When Servicing Client.** MSRB Rule G-42 requires that Municipal Advisor make a reasonable inquiry as to the facts that are relevant to Client's determination whether to proceed with a course of action or that form the basis for any advice provided by Municipal Advisor to Client. The rule also requires that Municipal Advisor undertake a reasonable investigation to determine that it is not basing any recommendation on materially inaccurate or incomplete information. Municipal Advisor is also required under the rule to use reasonable diligence to know the essential facts about Client and the authority of each person acting on Client's behalf.

Client agrees to cooperate, and to cause its agents to cooperate, with Municipal Advisor in carrying out these regulatory duties, including providing to Municipal Advisor accurate and complete information and reasonable access to relevant documents, other information and personnel needed to fulfill such duties. In addition, Client agrees that, to the extent Client seeks to have Municipal Advisor provide advice regarding any recommendation made by a third party, Client will provide to Municipal Advisor written direction to do so as well as any information it has received from such third party relating to its recommendation.

**3. Municipal Advisory Client Education and Protection Notification.** MSRB Rule G-10(d) requires that Municipal Advisor provide you with the following information:

(a) UMB Financial Services, Inc. is registered with the U.S. Securities and Exchange Commission and the Municipal Securities Rulemaking Board;

(b) The website address for the Municipal Securities Rulemaking Board is <https://www.msrb.org/>; and

(c) A municipal advisory client brochure is posted and available on the website of the Municipal Securities Rulemaking Board that describes the protections that may be provided by the Municipal Securities Rulemaking Board rules and how to file a complaint with an appropriate regulatory authority

**4. Term of this Engagement.** The term of this Agreement begins on the Effective Date and shall continue unless earlier terminated as provided below.

This Agreement may be terminated with or without cause by either party upon the giving of at least thirty (30) days' prior written notice to the other party of its intention to terminate, specifying in such notice the effective date of such termination.

Upon receipt of such termination notice, Municipal Advisor and Client shall mutually determine the scope of work reasonably expected to be completed prior to the termination date, for which Client shall be liable for payment. Upon payment for work performed through the termination date, Municipal Advisor shall deliver to Client any requested studies, reports, documents, specifications, calculations, plans, estimates, summaries and other information and materials accumulated in performing this Agreement. Client shall pay Municipal Advisor for all work and services rendered up to the termination date, in accordance with the terms, limits and conditions of this Agreement.

**5. Compensation.**

(a) ***Fees and expenses.*** The fees due to Municipal Advisor hereunder shall be, and expenses incurred by Municipal Advisor in connection with any services provided hereunder shall be reimbursed, as set forth in **Appendix B** hereto.

(b) ***Limitation of liability.*** In the absence of willful misconduct, bad faith, gross negligence or reckless disregard of obligations or duties hereunder on the part of Municipal Advisor or any of its associated persons, Municipal Advisor and its associated persons shall have no liability to Client for any act or omission in the course of, or connected with, rendering services hereunder, or for any error of judgment or mistake of law, or for any loss arising out of any issuance of municipal securities, any municipal financial product or any other investment, or for any financial or other damages resulting from Client's election to act or not to act, as the case may be, contrary to any advice or recommendation provided by Municipal Advisor to Client. Client further agrees that Municipal Advisor's total liability under this Agreement, for any reason, including but not limited to, any alleged negligence by or of Municipal Advisor, shall be limited to the amount of liability insurance coverage maintained by the Municipal Advisor. The current insurance certificate is as set forth in **Appendix C** hereto.

No recourse shall be had against Municipal Advisor for loss, damage, liability, cost or expense (whether direct, indirect or consequential) of Client arising out of or in defending, prosecuting, negotiating or responding to any inquiry, questionnaire, audit, suit, action, or other proceeding brought or received from the Internal Revenue Service in connection with any Issue or Product or otherwise relating to the tax treatment of any Issue or Product, or in connection with

any opinion or certificate rendered by counsel or any other party. Notwithstanding the foregoing, nothing contained in this paragraph or elsewhere in this Agreement shall constitute a waiver by Client of any of its legal rights under applicable U.S. federal securities laws or any other laws whose applicability is not permitted to be contractually waived, nor shall it constitute a waiver or diminution of Municipal Advisor's fiduciary duty to Client under Section 15B(c)(1) of the Securities Exchange Act of 1934, as amended, and the rules thereunder.

**6. Non-Exclusive Services.** Client understands and agrees that Municipal Advisor and its affiliates may perform, among other things, brokerage, investment advisory, or consulting services for other clients. Client recognizes that Municipal Advisor and its affiliates may give advice and take action in the performance of its duties for such other clients (including those who may have similar municipal advisory issues) that may differ from the services provided, or in the timing and nature of action taken, with respect to Client. Nothing in this Agreement shall impose upon Municipal Advisor or any of its affiliates any obligation to provide the services in the same manner as they may provide services to any of their other clients. Municipal Advisor will not use information provided by the Client for the benefit of any other client or to the disadvantage of the Client.

**7. Confidentiality.** Both parties agree and acknowledge that, except as required by law, each party will treat as confidential all non-public information of the other party ("Confidential Information"). Neither party shall disclose or use such Confidential Information other than to accomplish the purposes of this Agreement. Each party also understands that it is responsible for complying with applicable state and federal laws as well as any applicable regulatory agency and self-regulatory organization rules and regulations pertaining to the protection of client information.

**8. Required Disclosures.** MSRB Rule G-42 requires that Municipal Advisor provide Client with disclosures of material conflicts of interest and of information regarding certain legal events and disciplinary history. Such disclosures are provided in Municipal Advisor's Disclosure Statement delivered to Client together with this Agreement.

**9. Waiver of Jury Trial.** EACH PARTY AGREES TO WAIVE ANY RIGHT TO A TRIAL BY JURY WITH RESPECT TO ANY CLAIM, COUNTERCLAIM OR ACTION ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR THE TRANSACTIONS CONTEMPLATED HEREBY OR THE RELATIONSHIP BETWEEN THE PARTIES. PARTIES AGREE TO WAIVE CONSEQUENTIAL AND PUNATIVE DAMAGES.

**10. Choice of Law.** This Agreement shall be construed and given effect in accordance with the laws of the State of Missouri.

**11. Binding Effect; Assignment.** This Agreement shall be binding upon and inure to the benefit of Client and Municipal Advisor, their respective successors and permitted assigns; provided however, neither party may assign or transfer any of its rights or obligations hereunder without the prior written consent of the other party.

**12. Entire Agreement.** This instrument, including all appendices hereto, contains the entire agreement between the parties relating to the rights herein granted and obligations herein assumed.

This Agreement may not be amended, supplemented or modified except by means of a written instrument executed by both parties.

**13. Severability.** If any provision of this Agreement is, or is held or deemed to be, invalid, inoperative or unenforceable as applied in any particular case in any jurisdiction or jurisdictions because it conflicts with any provisions of any constitution, statute, rule or public policy, or for any other reason, such circumstances shall not make the provision in question invalid, inoperative or unenforceable in any other case or circumstance, or make any other provision or provisions of this Agreement invalid, inoperative or unenforceable to any extent whatever.

**14. No Third-Party Beneficiary.** This Agreement is made solely for the benefit of the parties and their respective successors and permitted assigns. Nothing in this Agreement, express or implied, is intended to confer on any person, other than the parties and their respective successors and permitted assigns, any rights, remedies, obligations or liabilities under or by reason of this Agreement.

**15. Authority.** The undersigned represents and warrants that (s)he has full legal authority to execute this Agreement on behalf of Client. The following individuals have Client's authority to direct Municipal Advisor's performance of its activities under this Agreement:

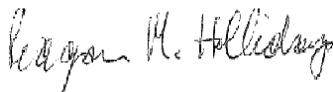
**Name: Amber Withycombe**  
**Title: City Manager**

**Name: Alexis Miller**  
**Title: Director of Finance**

**Name: City Council, City of Maplewood**

**16. Counterparts.** This Agreement may be executed in counterparts, each of which shall be an original, but which taken together, shall constitute one and the same instrument.

**UMB FINANCIAL SERVICES, INC. ("Municipal Advisor")**



By: \_\_\_\_\_  
Title: Senior Vice President  
Date: June 7, 2024

**ACCEPTED AND AGREED:**

\_\_\_\_\_ (“Client”)

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**APPENDIX A –  
SCOPE OF SERVICES**

Municipal Advisor agrees to work with Client’s Financing Team, including Client staff member(s) and other professionals such as Bond Counsel, to assist in the Issuance and provide the following scope of services in connection with the Issuance:

**1. Capital Markets Advisory Services**

**A. Debt and Capital Planning Advisory Services**

- i. Meet with Client to establish timing parameters, discuss financing structure alternatives, and identify financing needs, issues, and preferences. Discuss potential bond or hedge structures, as applicable and appropriate, and determine the best approach given the Client’s goals and objectives.
- ii. Evaluate Client’s existing bond and debt related documents, identifying issues, concerns, or opportunities related to existing or proforma debt. Identify refinancing opportunities and structures based on current and forecasted future market conditions.
- iii. As requested by the Client, assist in the development of a credit or underwriter RFP; provide a tabular summary of proposals received; compare and contrast alternatives available to the Client; advise on terms, conditions and pricing of proposals received; assist in negotiating final terms, conditions and fees; and assist in the award of credit provider or underwriter selected.
- iv. Hold an organizational meeting with Client and financing team working group to lay out the financing plan and establish timing parameters, document drafting requirements and other roles, responsibilities and tasks.
- v. Assist the Client select, as needed and applicable, a trustee, legal counsel, printer, verification agent, credit facility provider, and other finance team members.
- vi. Model the municipal securities issuance according to the Client’s preferences and specifications (or alternatively, review such models prepared by the underwriter), advising on appropriate terms and conditions including maturity schedule, redemption provisions, security provisions, covenants, and other structural elements. If negotiated public issue, consult with underwriter to determine the marketability of various alternatives given current market conditions and investor preferences. If bank direct purchase or private placement, assist in the negotiation of final lending terms, structure and pricing, as well as, achieving final credit approval.

- vii. Advise on the general timing of the sale or placement, taking into consideration current and future market and economic factors, visible, competing bond sales that may impact Client's pricing, length of approval processes for Client and conduit issuer, as applicable, timing for delivery of credit rating(s), and other factors present or that may arise.
- viii. Coordinate with bond counsel, underwriter's or bank counsel, Client counsel, and any other legal counsel on the preparation of authorizing resolutions and financing documents. Review and provide comment on all draft financing documents and provide assistance, as requested, to complete Client due diligence questionnaires.
- ix. Assist in the preparation of the credit package (presentation) for rating agency meeting(s). As requested, assist to schedule rating agency meeting(s) and participate to help the Client present the financing plan and credit to the analyst(s). Assess the impact of the financing plan on Client credit rating(s).
- x. Determine and analyze, if applicable, the effectiveness and desirability of credit enhancement options. Assist in the preparation and presentation of credit information to credit enhancement providers, as required.
- xi. Assist in the private placement of debt obligations with Qualified Providers, if pursued.
- xii. For publicly sold, negotiated issue, if pursued:
  - a. Conduct pre-pricing analysis and discussion to update Client on market conditions leading into the pricing period; hold a pricing call with the underwriter and Client, present pricing comparables to the underwriter as a basis for negotiation, and react and respond to pricing or structural options as they arise; and assist in the negotiation of costs, interest rates, and spread.
- xiii. For publicly sold, competitive issue, if pursued:
  - a. Conduct pre-pricing analysis and discussion to update Client on market conditions leading into the pricing period; prepare and advertise Notice of Sale; and assist in the evaluation of bids received and award.
- xiv. Review the final official statement, as applicable, and all legal and closing documents to ensure accuracy and completeness. Work with bond counsel to ensure all regulatory documentation is filed, and assist in the closing process.
- xv. Coordinate the final flow of funds and closing memorandum and schedule the pre-closing and closing activities and conference call(s).

- xvi. Coordinate the defeasance of existing bonds, as set forth in the financing plan, including coordination with the verification agent, evaluation of escrow securities and efficiency, assistance in escrow bid process, as applicable, and coordination of the flow of funds and closing process.
- xvii. Assist in the preparation for and participate in/and or attend Client meetings, as requested.
- xviii. Assist in other activities related to the bond (debt) issue as requested by Client throughout the development of the financing plan, credit process, sale and closing, and any unforeseen requirements beyond the bond (debt) issue.
- xix. Respond to Client's general or specific inquiries regarding its debt and credit.
- xx. Provide, as market fluctuations warrant, periodic updates on market events, conditions and relevant information to Client and its financing plan.

## **2. Special Projects Not Related to Debt Issuance**

- A. Ad-hoc advice and assistance regarding capital planning, budgeting strategies, financial policies and practices and other various financial matters.

**APPENDIX B –  
COMPENSATION**

Fees for the services provided by Municipal Advisor to Client under this Agreement and the manner for payment of expenses incurred by Municipal Advisor in the course of performing its services are as set forth below:

**1. Appendix A – Capital Markets Advisory Services**

Bond Issuance up to \$6 million par amount: Flat fee of \$20,000

Bond Issuance exceeding \$6 million par amount: \$20,000 plus \$1.00/\$1,000 of bonds issued

**2. Appendix A- Special Projects Not Related to Debt Issuance**

Hourly Rate of \$350/hour

## **DISCLOSURE STATEMENT OF MUNICIPAL ADVISOR UMB FINANCIAL SERVICES, INC.**

This Disclosure Statement is provided by **UMB FINANCIAL SERVICES, INC.** (“Municipal Advisor”) to **THE CITY OF MAPLEWOOD, MISSOURI** (“Client”) in connection with the Municipal Advisor Engagement Letter dated **June 7, 2024** (“Agreement”) and is dated as of the same date as the Agreement. This Disclosure Statement provides information regarding conflicts of interest and legal or disciplinary events of Municipal Advisor required to be disclosed to Client pursuant to MSRB Rule G-42(b) and (c)(ii).

### **PART A – Disclosures of Conflicts of Interest**

MSRB Rule G-42 requires that municipal advisors provide their clients with disclosures relating to any actual or potential material conflicts of interest, including certain categories of potential conflicts of interest identified in Rule G-42, if applicable. If no such material conflicts of interest are known to exist based on the exercise of reasonable diligence by the municipal advisor, municipal advisors are required to provide a written statement to that effect.

***Material Conflicts of Interest*** – Municipal Advisor makes the disclosures set forth below with respect to material conflicts of interest in connection with the Scope of Services under this Agreement, together with explanations of how Municipal Advisor addresses or intends to manage or mitigate each conflict.

***General Mitigations*** – As general mitigations of Municipal Advisor’s conflicts, with respect to all of the conflicts disclosed below, Municipal Advisor mitigates such conflicts through its adherence to its fiduciary duty to Client, which includes a duty of loyalty to Client in performing all municipal advisory activities for Client. This duty of loyalty obligates Municipal Advisor to deal honestly and with the utmost good faith with Client and to act in Client’s best interests without regard to Municipal Advisor’s financial or other interests. In addition, because Municipal Advisor is a broker-dealer with significant capital due to the nature of its overall business, the success and profitability of Municipal Advisor is not dependent on maximizing short-term revenue generated from individualized recommendations to its clients but instead is dependent on long-term profitability built on a foundation of integrity, quality of service and strict adherence to its fiduciary duty. Furthermore, Municipal Advisor’s municipal advisory supervisory structure, leveraging its long-standing and comprehensive broker-dealer supervisory processes and practices, provides strong safeguards against individual representatives of Municipal Advisor potentially departing from their regulatory duties due to personal interests. The disclosures below describe, as applicable, any additional mitigations that may be relevant with respect to any specific conflict disclosed below.

**I. Affiliate Conflict.** UMB Bank, n.a., an affiliate of Municipal Advisor (“Affiliate”), has or is expected to provide certain services or products to or on behalf of Client that is directly related to Municipal Advisor’s activities within the Scope of Services under this Agreement. In particular, Affiliate may trade in Client’s municipal securities or provide funding to Client or purchasers of Client’s municipal securities. Affiliate’s business with Client could create an incentive for

Municipal Advisor to recommend to Client a course of action designed to increase the level of Client's business activities with Affiliate or to recommend against a course of action that would reduce or eliminate Client's business activities with Affiliate. If Municipal Advisor makes a recommendation to Client that could influence the level of business with Affiliate, Municipal Advisor will consider alternatives to such recommendation, which will be disclosed to Client along with the impact that the recommendation and its alternatives would have on the business activities of Client with Affiliate. This potential conflict is mitigated by the fact that Affiliate is subject to its own comprehensive regulatory regime as a national bank under the applicable federal banking laws under which it operates.

**II. Compensation-Based Conflicts.** If the fees due under this Agreement are based on the size of the Issue and the payment of such fees shall be contingent upon the delivery of the Issue. While this form of compensation is customary in the municipal securities market, this may present a conflict because it could create an incentive for Municipal Advisor to recommend unnecessary financings or financings that are disadvantageous to Client, or to advise Client to increase the size of the issue. This conflict of interest is mitigated by the general mitigations described above, including our duty of loyalty to Client. in performing all municipal advisory activities for Client.

Alternatively, if the fees due under this Agreement are in a fixed amount established at the outset of the Agreement, the amount is usually based upon an analysis by Client and Municipal Advisor of, among other things, the expected duration and complexity of the transaction and the Scope of Services to be performed by Municipal Advisor. This form of compensation presents a potential conflict of interest because, if the transaction requires more work than originally contemplated, Municipal Advisor may suffer a loss. Thus, Municipal Advisor may recommend less time-consuming alternatives, or fail to do a thorough analysis of alternatives. This conflict of interest is mitigated by the general mitigations described above.

Alternatively, if the fees due under this Agreement are based on hourly fees of Municipal Advisor's personnel, with the aggregate amount equaling the number of hours worked by such personnel times an agreed-upon hourly billing rate. This form of compensation presents a potential conflict of interest if Client and Municipal Advisor do not agree on a reasonable maximum amount at the outset of the engagement, because Municipal Advisor does not have a financial incentive to recommend alternatives that would result in fewer hours worked. This conflict of interest is mitigated by the general mitigations described above.

**III. Other Municipal Advisor or Underwriting Relationships.** Municipal Advisor serves a wide variety of other clients that may from time to time have interests that could have a direct or indirect impact on the interests of Client. For example, Municipal Advisor serves as municipal advisor to other municipal advisory clients and, in such cases, owes a regulatory duty to such other clients just as it does to Client under this Agreement. These other clients may, from time to time and depending on the specific circumstances, have competing interests, such as accessing the new issue market with the most advantageous timing and with limited competition at the time of the offering. In acting in the interests of its various clients, Municipal Advisor could potentially face a conflict of interest arising from these competing client interests. In other cases, as a broker-dealer that engages in underwritings of new issuances of municipal securities by other municipal entities, the interests of Municipal Advisor to achieve a successful and profitable underwriting for its municipal

entity underwriting clients could potentially constitute a conflict of interest if, as in the example above, the municipal entities that Municipal Advisor serves as underwriter or municipal advisor have competing interests in seeking to access the new issue market with the most advantageous timing and with limited competition at the time of the offering. Municipal Advisor fulfills its regulatory duty and mitigates such conflicts through dealing honestly and with the utmost good faith with its clients.

**IV. Broker-Dealer and Investment Advisory Business.** Municipal Advisor is a broker-dealer and registered investment advisor that engages in a broad range of securities-related activities to service its clients, in addition to serving as a municipal advisor or underwriter. Such securities-related activities, which may include but are not limited to the buying and selling of new issue and outstanding securities and investment advice in connection with such securities, including securities of Client, may be undertaken on behalf of, or as counterparty to, Client, personnel of Client, and current or potential investors in the securities of Client. These other clients may, from time to time and depending on the specific circumstances, have interests in conflict with those of Client, such as when their buying or selling of Client's securities may have an adverse effect on the market for Client's securities, and the interests of such other clients could create the incentive for Municipal Advisor to make recommendations to Client that could result in more advantageous pricing for the other clients. Furthermore, any potential conflict arising from Municipal Advisor effecting or otherwise assisting such other clients in connection with such transactions is mitigated by means of such activities being engaged in on customary terms through units of the Municipal Advisor that operate independently from Municipal Advisor's municipal advisory business, thereby reducing the likelihood that the interests of such other clients would have an impact on the services provided by Municipal Advisor to Client under this Agreement.

**V. Secondary Market Transactions in Client's Securities.** Municipal Advisor or its affiliates such as UMB Bank, n.a., in connection with its sales and trading activities, may take a principal position in securities, including securities of Client, and therefore Municipal Advisor could have interests in conflict with those of Client with respect to the value of Client's securities while held in inventory and the levels of mark-up or mark-down that may be available in connection with purchases and sales thereof. Municipal Advisor or its affiliates may submit orders for and acquire Client's securities issued in an Issue under the Agreement from members of the underwriting syndicate, either for its own account or for the accounts of its customers. This activity may result in a conflict of interest with Client in that it could create the incentive for Municipal Advisor to make recommendations to Client that could result in more advantageous pricing of Client's bond in the marketplace. Any such conflict is mitigated by means of such activities being engaged in on customary terms through units of the Municipal Advisor or its affiliates that operate independently from Municipal Advisor's municipal advisory business, thereby reducing the likelihood that such investment activities would have an impact on the services provided by Municipal Advisor to Client under this Agreement.

**VII. Solicitors/Payments Made to Obtain/Retain Client Business**

MUNICIPAL ADVISOR neither utilizes solicitors to secure municipal advisor engagements, nor make direct or indirect payments to obtain or retain municipal advisory engagements with Client.

**VIII. Payments from Third Parties**

MUNICIPAL ADVISOR does not receive any direct or indirect payments from third-parties to enlist MUNICIPAL ADVISOR's recommendation to the Client of third-party services, any municipal securities transaction or any municipal financial product.

#### **IX. Payments/Fee-Splitting Arrangements**

MUNICIPAL ADVISOR does not share fees with any unaffiliated parties that provide services to the Client. However, within a joint proposal with other professional service providers, MUNICIPAL ADVISOR could be the contracting party, or be a subcontractor to the contracting party resulting in a fee splitting arrangement. IN such cases, the fee due MUNICIPAL ADVISOR will be identified in a Municipal Advisor Disclosure and not other fees will be paid to MUNICIPAL ADVISOR from any of the other participating professionals in the joint proposal.

#### **PART B – Disclosures of Information Regarding Legal Events and Disciplinary History**

MSRB Rule G-42 requires that municipal advisors provide clients with certain disclosures of legal or disciplinary events material to its client's evaluation of the municipal advisor or the integrity of the municipal advisor's management or advisory personnel.

Accordingly, Municipal Advisor sets out below required disclosures and related information in connection with such disclosures.

**I. Material Legal or Disciplinary Event.** There are no legal or disciplinary events that are material to Client's evaluation of Municipal Advisor or the integrity of Municipal Advisor's management or advisory personnel disclosed, or that should be disclosed, on any Form MA or Form MA-I filed with the SEC.

**II. How to Access Form MA and Form MA-I Filings.** Municipal Advisor's most recent Form MA and each most recent Form MA-I filed with the SEC are available on the SEC's EDGAR system at <http://www.sec.gov/cgi-bin/browse-edgar?action=getcompany&CIK=0000780789>. The SEC permits certain items of information required on Form MA or MA-I to be provided by reference to such required information already filed by Municipal Advisor in its capacity as a broker-dealer on Form BD or Form U4 or as an investment adviser on Form ADV, as applicable. Information provided by Municipal Advisor on Form BD or Form U4 is publicly accessible through reports generated by BrokerCheck at <http://brokercheck.finra.org>, and Municipal Advisor's most recent Form ADV is publicly accessible at the Investment Adviser Public Disclosure website at <http://www.adviserinfo.sec.gov>. For purposes of accessing such BrokerCheck reports or Form ADV, Municipal Advisor's CRD number is 17073.

**III. Most Recent Change in Legal or Disciplinary Event Disclosure.** Municipal Advisor has not made any material legal or disciplinary event disclosures on Form MA or any Form MA-I filed with the SEC.

#### **PART C – Future Supplemental Disclosures**

As required by MSRB Rule G-42, this Disclosure Statement may be supplemented or amended, from time to time as needed, to reflect changed circumstances resulting in new conflicts of interest

or changes in the conflicts of interest described above, or to provide updated information with regard to any legal or disciplinary events of Municipal Advisor. Municipal Advisor will provide Client with any such supplement or amendment as it becomes available throughout the term of the Agreement.

**Dated: June 7, 2024**

**RESOLUTION**

**R24-42**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AUTHORIZING THE CITY MANAGER TO ENGAGE THE SERVICES OF GILMORE & BELL, P.C., AS BOND COUNSEL TO THE CITY.

WHEREAS, the City Council of the City of Maplewood, Missouri (the “City”) is considering the issuance of general obligation bonds (the “Bonds”) for the purpose of financing the construction, reconstruction, extension, repair and improvement of various streets throughout the City; and

WHEREAS, in connection with the issuance of the Bonds, the City desires to engage the services of Gilmore & Bell, P.C., as bond counsel to the City.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. The City hereby engages Gilmore & Bell, P.C. to serve as bond counsel to the City in connection with the issuance of the Bonds, in accordance with the terms of the engagement letter attached hereto as Exhibit A, which the City Manager is authorized to sign on behalf of the City.

Section II. The officers of the City, including the Mayor, City Manager and City Clerk, are hereby authorized and directed to execute all documents and take such actions as they may deem necessary or advisable in order to carry out and perform the purposes of this Resolution and to make ministerial alterations, changes, or additions in the foregoing agreements, statements, instruments, and other documents herein approved, authorized, and confirmed which they may approve, and the execution or taking of such action shall be conclusive evidence of such necessity or advisability.

Section III. If any section or other part of this Resolution is for any reason held invalid, the invalidity thereof shall not affect the validity of the other provisions of this Resolution.

Section IV. This Resolution shall take effect and be in full force immediately after its passage by the City Council.

Passed this 11<sup>th</sup> day of June, 2024.

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Anthony Traxler, Deputy City Clerk

Approved this 11<sup>th</sup> day of June, 2024.

---

Barry Greenberg, Mayor

Attest:

---

Anthony Traxler, Deputy City Clerk

**EXHIBIT A**

**GILMORE & BELL, P.C.  
ENGAGEMENT LETTER FOR BOND COUNSEL SERVICES**



One Metropolitan Square  
211 N. Broadway, Suite 2000  
St. Louis, Missouri 63102-2746

(314) 436-1000 / (314) 436-1166 FAX / gilmorebell.com

June 5, 2024

City Council  
City of Maplewood, Missouri

Re: Proposed Issuance of General Obligation Bonds

Ladies and Gentlemen:

We are pleased to submit this proposal to serve as bond and disclosure counsel in connection with the proposed issuance of general obligation bonds (the “Bonds”) for the purpose of financing the acquisition, construction, reconstruction, extension, repair and improvement of various streets throughout the City of Maplewood, Missouri (the “City”). The purpose of this letter is to set forth our responsibilities and fees with respect to this financing.

#### **SCOPE OF SERVICES**

In this engagement, as bond and disclosure counsel to the City, we expect to perform the following duties:

- (1) Subject to the completion of proceedings to our satisfaction, render our legal opinion (the “*Opinion*”) regarding the validity and binding effect of the Bonds, the excludability of interest on the Bonds from gross income for federal and Missouri income tax purposes, and such related matters as we deem necessary or appropriate.
- (2) Examine applicable law as it relates to the authorization and issuance of the Bonds and our Opinion and advise the City regarding the legal authority for the issuance of the Bonds and other legal matters related to the structure of the Bonds.
- (3) Prepare authorizing proceedings and legal documents necessary or appropriate to the authorization, issuance and delivery of the Bonds and coordinate the authorization and execution of such documents.
- (4) If requested, we will: (a) assist the City in the preparation of the Preliminary Official Statement and the final Official Statement relating to the Bonds and consult with the City regarding any disclosure issues that may arise in conjunction with the planned issuance of the Bonds, (b) conduct a due diligence review of the City as a basis for the delivery of our SEC 10b-5 letter described below, and assist the City in responding to the due diligence requests of the underwriter and its counsel, and (c) at closing, deliver to the underwriter and the City a customary SEC Rule 10b-5 letter relating to the Official Statement.
- (5) Draft or review the continuing disclosure undertaking of the City.

- (6) Assist the City in seeking from other governmental authorities such approvals, permissions, and exemptions as we determine are necessary or appropriate in connection with the authorization, issuance and delivery of the Bonds.
- (7) Assist the City in presenting information to rating organizations and providers of credit enhancement relating to legal issues affecting the issuance of the Bonds.
- (8) Attend meetings and conferences related to the Bonds and otherwise consult with the parties to the transaction prior to the issuance of the Bonds.
- (9) Coordinate the closing of the transaction, and after the closing assemble and distribute transcripts of the proceedings and documentation relating to the authorization and issuance of the Bonds.
- (10) Undertake such additional duties as we deem necessary to complete the financing and to render our Opinion.

Our Opinion will be addressed to the City and will be delivered by us on the date the Bonds are exchanged for their purchase price (the “*Closing*”). The Opinion will be based on facts and law existing as of its date. In rendering our Opinion, we will rely upon the certified proceedings and other certifications of public officials and other persons furnished to us without undertaking to verify the same by independent investigation, and we will assume continuing compliance by the City with applicable laws relating to the Bonds. During the course of this engagement, we will rely on you to provide us with complete and timely information on all developments pertaining to any aspect of the Bonds and their security. We understand that you will direct members of your staff and other employees of the City to cooperate with us in this regard.

Our duties in this engagement are limited to those expressly set forth above. Among other things, our duties do not include:

- (a) Preparing requests for tax rulings from the Internal Revenue Service or no-action letters from the Securities and Exchange Commission, or representing the City in Internal Revenue Service examinations or inquiries or Securities and Exchange Commission investigations.
- (b) Preparing blue sky or investment surveys or filings with respect to the Bonds.
- (c) Drafting state constitutional or legislative amendments or pursuing test cases or other litigation.
- (d) Making an investigation or expressing any view as to the creditworthiness of the City or any credit enhancement provider for the Bonds.
- (e) Preparing or negotiating the terms of any guaranteed investment contract or other investment agreement.
- (f) After Closing, providing advice concerning any actions necessary to assure compliance

with any continuing disclosure undertaking.

- (g) After Closing, providing continuing advice to the City or any other party concerning any actions necessary to assure that interest paid on the Bonds will continue to be excludable from gross income for federal income tax purposes (*e.g.*, our engagement does not include rebate calculations for the Bonds).
- (h) Addressing any other matter not specifically set forth above that is not required to render our Opinion.

### ATTORNEY-CLIENT RELATIONSHIP

Upon execution of this engagement letter, the City will be our client and an attorney-client relationship will exist between us. We assume that all other parties will retain such counsel as they deem necessary and appropriate to represent their interests in this transaction. We further assume that all other parties understand that in this transaction we represent only the City, we are not counsel to any other party, and we are not acting as an intermediary among the parties. Our services as bond and disclosure counsel are limited to those contracted for in this letter; the City's execution of this engagement letter will constitute an acknowledgment of those limitations. Our representation of the City will not affect, however, our responsibility to render an objective Opinion.

Our representation of the City and the attorney-client relationship created by this engagement letter will be concluded upon issuance of the Bonds and delivery of our Opinion. Nevertheless, subsequent to Closing, we will mail the Internal Revenue Service Form 8038-G and prepare and distribute to the participants in the transaction a transcript of the proceedings pertaining to the Bonds. We do not undertake (unless separately engaged) to provide continuing advice to the City or any other party concerning any actions necessary to assure that interest paid on the Bonds will continue to be excludable from gross income for federal and Missouri income tax purposes or to assure compliance with the continuing disclosure requirements of applicable federal securities laws. Nonetheless, subsequent events may affect the tax-exempt status of interest on the Bonds and compliance with federal securities laws. Consequently, continued monitoring and other action to assure compliance with these requirements may be necessary. Should the City want our firm to assist with such compliance (*e.g.*, arbitrage rebate calculations and ongoing securities law disclosure), our participation in such post-closing matters must be specifically requested, and a separate engagement will be required.

### FEES

Based upon: (i) our current understanding of the terms, structure, size (\$6,000,000) and schedule of the financing, (ii) the duties we will undertake pursuant to this letter, (iii) the time we anticipate devoting to the financing, and (iv) the responsibilities we assume, our fee as bond counsel will be \$30,000. Our fee for serving as disclosure counsel and providing the services listed above under paragraph 4 under "SCOPE OF SERVICES" will be an additional fee of \$12,500.

All fees are *inclusive* of out-of-pocket expenses (travel, copies, etc.). **Our fee will be payable only at the successful completion of the financing. If for any reason the financing is not consummated, we will not be entitled to any fee or reimbursement of any out-of-pocket expenses.**

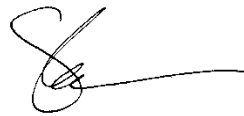
**RECORDS**

At your request, papers and property furnished by you will be returned promptly upon receipt of payment for outstanding fees and client charges. Our own files, including lawyer work product, pertaining to the transaction will be retained by us. For various reasons, including the minimization of unnecessary storage expenses, we reserve the right to dispose of any documents or other materials retained by us after the termination of this engagement.

**CONCLUSION**

Thank you for the opportunity to submit this proposal to serve as bond counsel to the City. If you have any questions concerning this proposal, please do not hesitate to contact me.

Very truly yours,



Shannon W. Creighton

SWC:etm

**ACCEPTED ON THE BASIS OF THE TERMS SET FORTH ABOVE THIS \_\_\_\_ DAY OF \_\_\_\_\_, 2024.**

**CITY OF MAPLEWOOD, MISSOURI**

By: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

# INTEROFFICE MEMORANDUM

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To: Mayor & City Council

From: Anthony Traxler, Assistant City Manager/Director of Public Works

Date: June 4, 2024

Subject: 2024-06 - Review and recommendation of a request to approve a revised ordinance to amend Sec. 56-73, SR Single Family Residential District Use Regulations, and Sec. 56-1061, Non-Conforming Lots of Record, to bring lot size and setback standards into alignment with existing averages and to preserve local neighborhood characteristics and housing affordability

The Plan & Zoning Commission met on May 20, 2024 and June 3, 2024 to discuss and revise the above-referenced amendment to the single-family residential district that was unanimously denied by the City Council in April. The Plan Commission was initially considering adding a 225 square foot maximum for any house. However, after staff presented a similar layout of a proposed addition that was ADA accessible, the square footage had to be increased to a minimum of 345 square feet. Staff also reached out to two contractors who are currently altering existing single-family homes to add a first-floor bedroom, closet, and hallway at 7742 Jerome Avenue and 3124 Edgar Avenue (see the attached floor plans and aforementioned documents). The Plan Commission toured these expansions during their June 3, 2024 meeting. The Plan Commission then amended the attached ordinance to add a provision where any home could expand a maximum of 500 square feet, which would allow an ADA-compliant expansion that includes a bedroom, closet, hallway, washer, and dryer.

As part of this process, staff engaged in an exercise to determine the allowable square footage of properties surrounding the homes that were toured by the Plan Commission for the 300-foot radius/ten percent rule (10% rule) for alterations to existing homes. The process, which took between 30 and 40 minutes per address, demonstrated the 10% rule was not only tedious, but also impractical. This is because when the average square footage of a home in Maplewood is gathered, only in rare cases would a house be able to have an expansion above 500 square feet. Because of this, the Plan Commission made another amendment to the attached ordinance to eliminate the 10% rule for alterations. Note that the 10% rule will still apply to the construction of a new home, which will avoid a situation where a smaller affordable home is demolished and replaced by a home two or three times the size.

Please review the attached revised ordinance to amend the SR Single Family Residential District Use Regulations and regulations pertain Non-Conforming lots of records. Please do not hesitate to contact me at 314-646-3635 if you have any questions, comments, or concerns on this matter.

# Why 225 square feet?

b. Any proposal for the alteration to an existing single-family detached dwelling can have a **maximum increase of two-hundred twenty-five (225) square feet** or a square footage increase of no greater than ten percent above the average square footage of existing single-family detached dwellings within a 300-foot radius, whichever is greater.



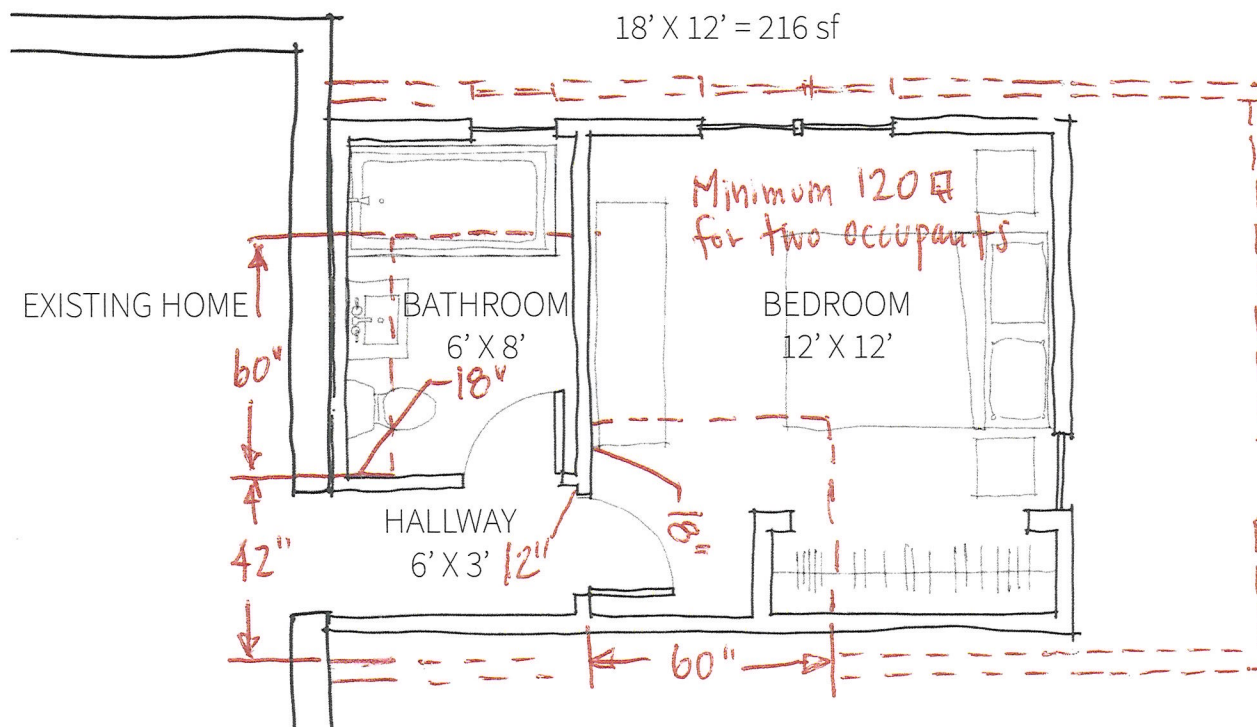
**225 sf represents the combined area of a typical bedroom with queen sized bed, a full bath, and a small hallway to connect to the existing home.**

**Emphasis added by presenter.**

# Why 225 square feet?

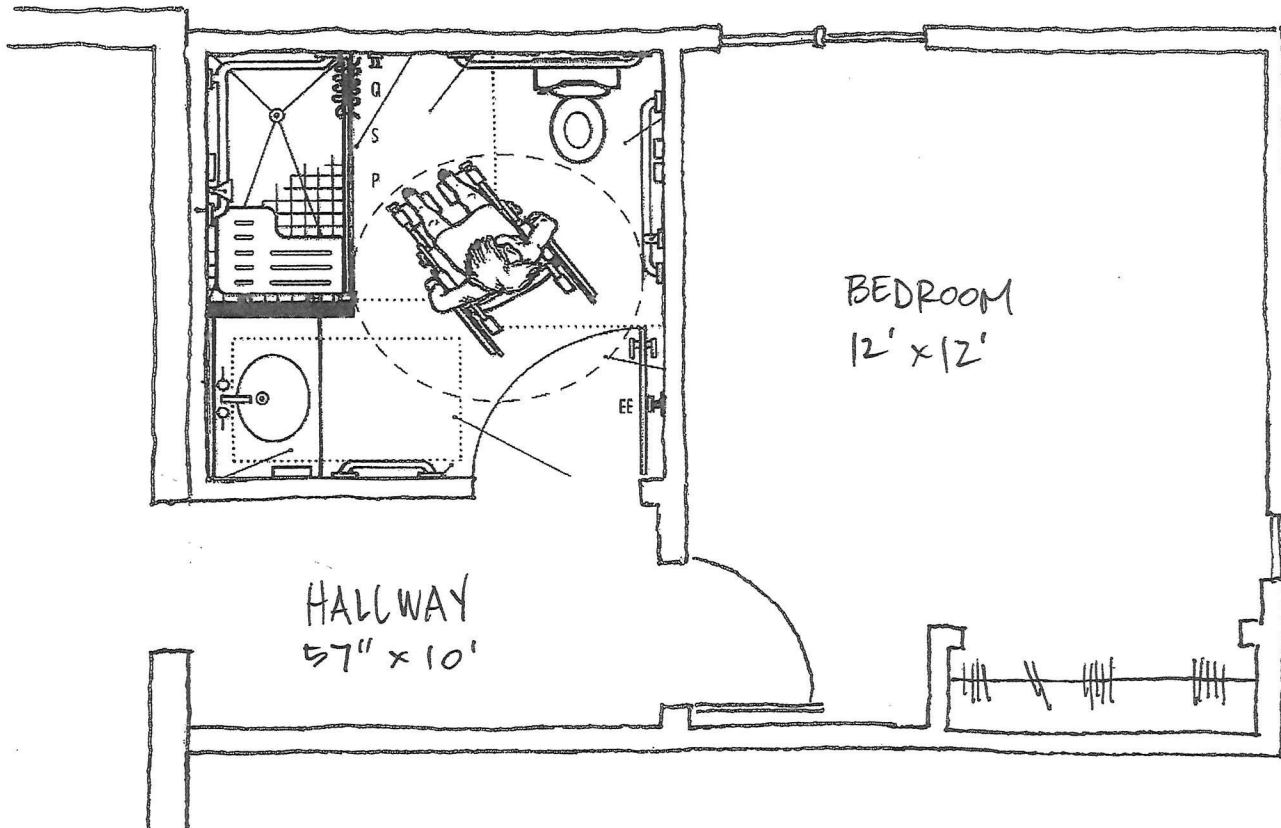
b. Any proposal for the alteration to an existing single-family detached dwelling can have a **maximum increase of two-hundred twenty-five (225) square feet** or a square footage increase of no greater than ten percent above the average square footage of existing single-family detached dwellings within a 300-foot radius, whichever is greater.

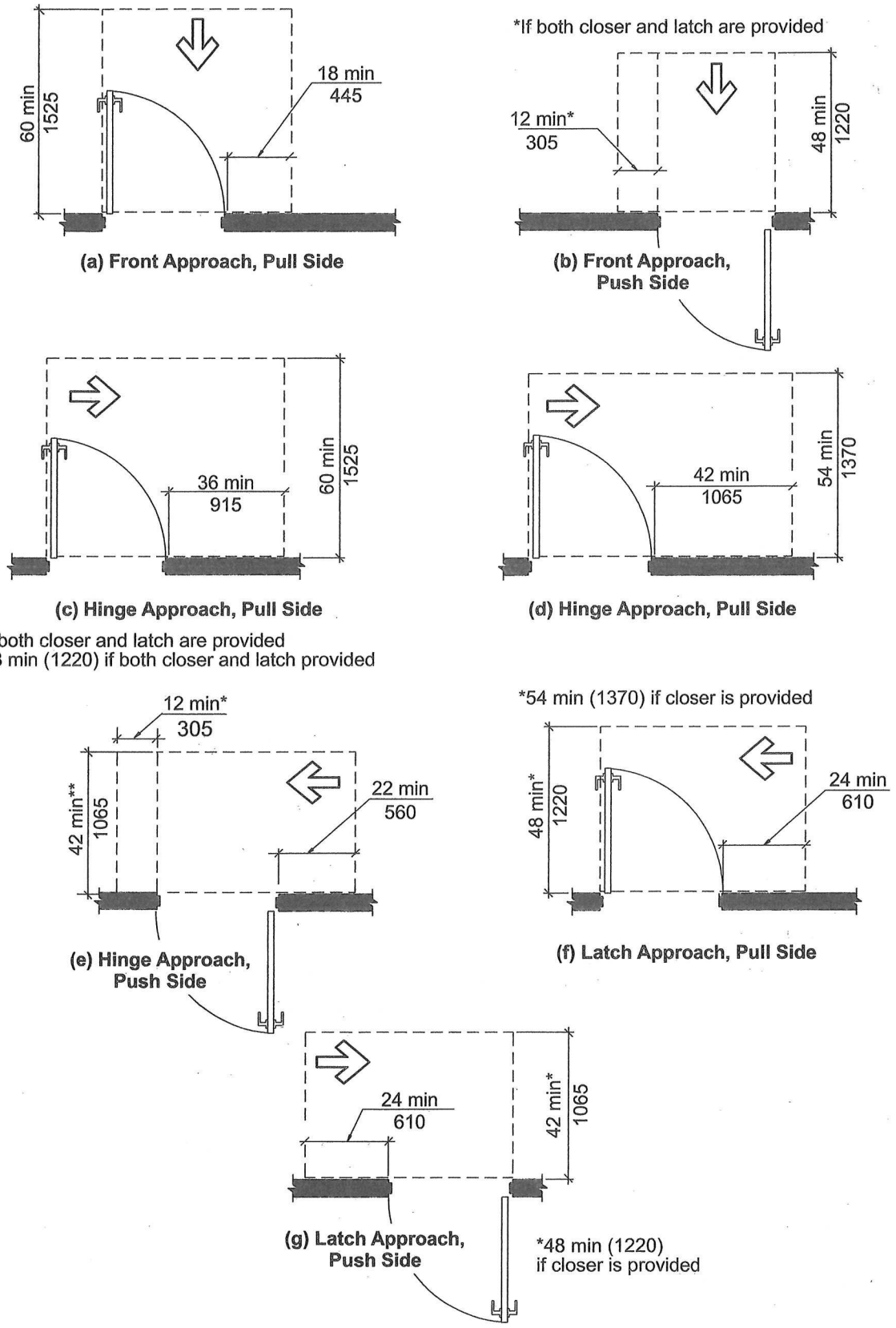
**225 sf represents the combined area of a typical bedroom with queen sized bed, a full bath, and a small hallway to connect to the existing home.**



**Emphasis added by presenter.**

23' x 15' = 345 sf

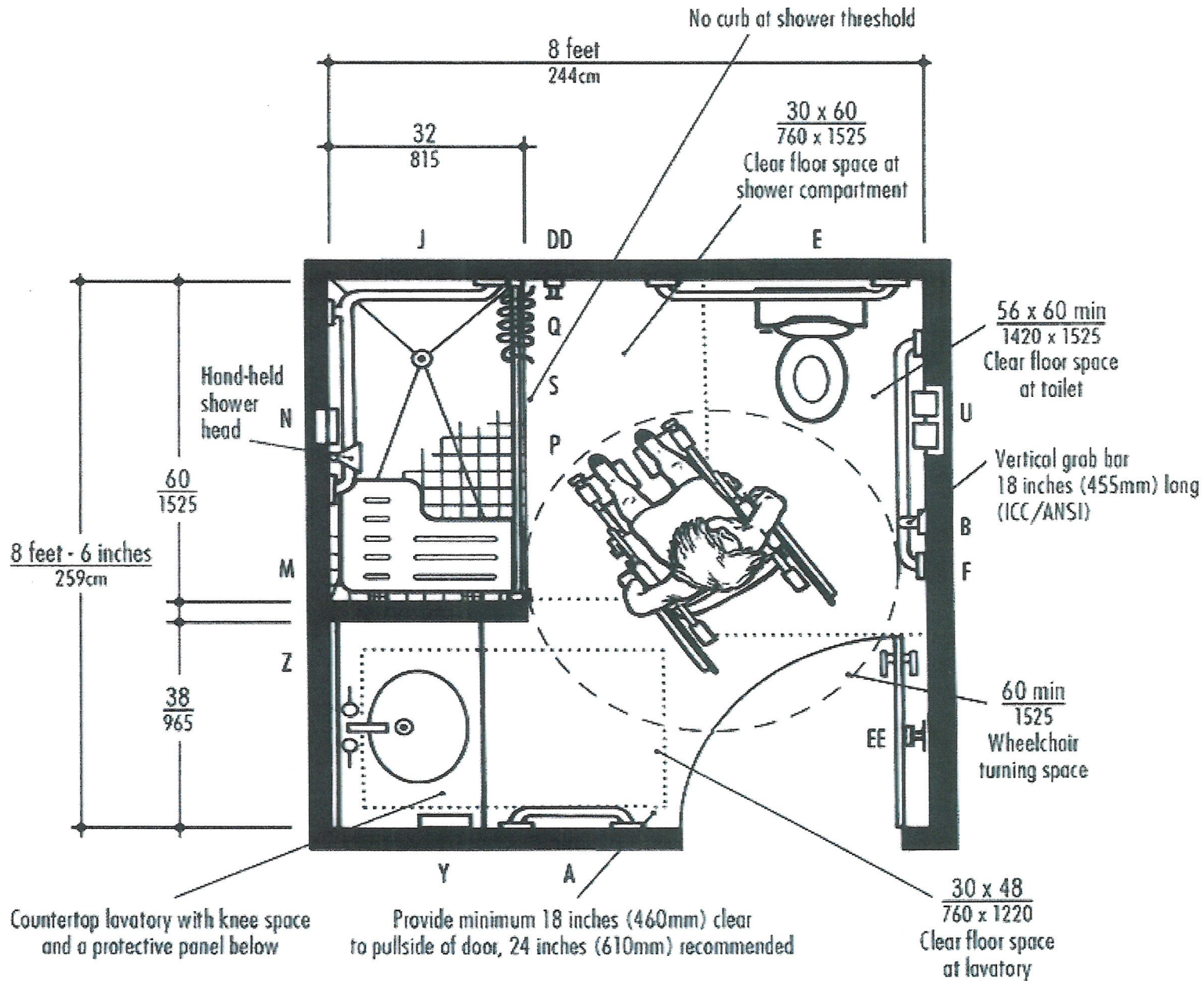




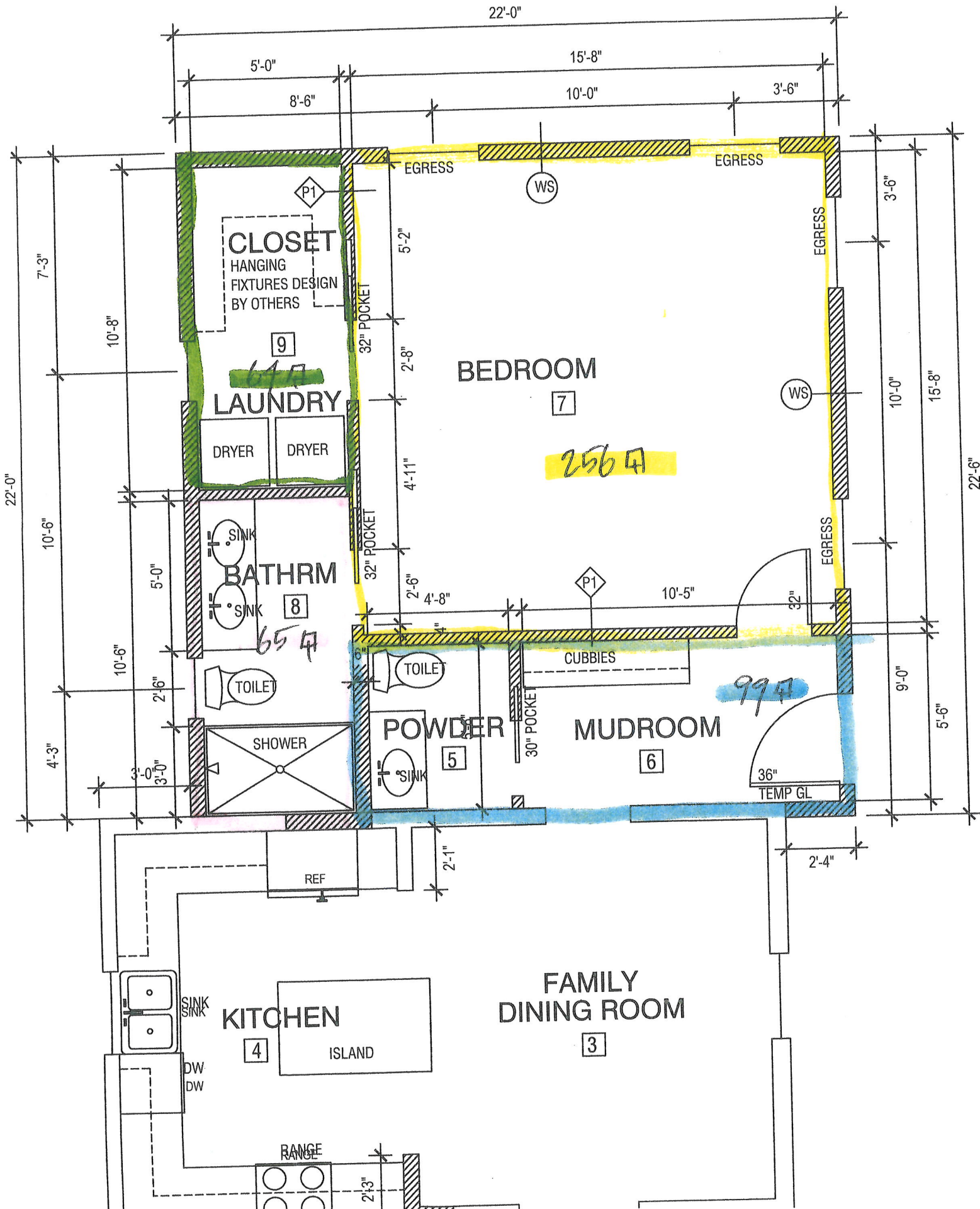
\* If both closer and latch are provided  
 \*\* 48 min (1220) if both closer and latch provided

**Fig. 404.2.3.1**  
**Maneuvering Clearance at Manual Swinging Doors**

**Fig. 30 Bathroom with Roll-in Shower Compartment.**







**BILL NO.**

**ORDINANCE NO.**

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AMENDING THE MAPLEWOOD CODE OF ORDINANCES, CHAPTER 56 ZONING, ARTICLE II. DISTRICT REGULATIONS, DIVISION 2. SR SINGLE-FAMILY RESIDENTIAL DISTRICT, SECTION 56-73 – USE REGULATIONS, AND ARTICLE V. NONCONFORMITIES, SECTION 56-1061 NON-CONFORMING LOTS OF RECORD (a) RESIDENTIAL DISTRICTS, SUBSECTION (1), TO BRING LOT SIZE AND SETBACK STANDARDS INTO ALIGNMENT WITH EXISTING AVERAGES AND TO PRESERVE LOCAL NEIGHBORHOOD CHARACTERISTICS AND HOUSING AFFORDABILITY

WHEREAS, the Planning and Zoning Commission recommended approval by a vote of 5 ayes, 0 nays, of the amendments to the zoning ordinance at their June 3, 2024 meeting; and

WHEREAS, the City Council held a public hearing on June 11, 2024 regarding the proposed amendments to the zoning ordinance; and

WHEREAS, the City Council finds that the City’s housing stock lacks affordable housing options, with potential serious consequences for the well-being of residents, particularly lower-income and middle-income earners; and

WHEREAS, existing SR Single Family Residential District use regulations do not align with existing single-family lots and structures in the City of Maplewood; and

WHEREAS, oversized structures can impact existing local neighborhood characteristics and limit affordability and diversity of new and renovated single-family homes, particularly in a small municipality limited in area and available housing stock; and

WHEREAS, the City Council finds that the proposed revisions to the Maplewood Zoning Code are in accordance with the City’s Comprehensive Plan and are designed to promote the health and general welfare of the residents of the City in general and the SR Single-Family Residential District in particular.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. Section 56-73 Use Regulations of the Maplewood Code of Ordinances subsection (a), Lot Size Standards, is hereby amended by deleting the existing text and replacing said text with the following text in its stead:

- (1) Lot Size Standards. Any proposal for the construction or alteration of a single-family detached dwelling shall have a lot with a minimum average dimension of 35 feet and a minimum area of 3,500 square feet.

Section II. Section 56-73 Use Regulations of the Maplewood Code of Ordinances subsection (b), Front Yard Setback, is hereby amended by deleting the existing text and replacing said text with the following text in its stead:

- (2) Front Yard Setback. Any proposal for the construction or alteration of a single-

family detached dwelling shall have a front yard setback from the public right-of-way or from a private roadway of not less than 25 feet or the average existing front yard setbacks of existing single-family homes of the block on which the dwelling is located.

Section III. Section 56-73 Use Regulations of the Maplewood Code of Ordinances subsection (c) is hereby amended by deleting the subsection text “(c)” and replacing it with subsection text “(3)” in its stead.

Section IV. Section 56-73 Use Regulations of the Maplewood Code of Ordinances subsection (d) is hereby amended by deleting the subsection text “(d)” and replacing it with subsection text “(4)” in its stead.

Section V. Section 56-73 Use Regulations of the Maplewood Code of Ordinances subsection (e), Height and Bulk Standards, is hereby amended by deleting the existing text and replacing said text with the following text in its stead:

- (5) Height and Bulk Standards.
  - a. Any proposal for the construction of a single-family detached dwelling shall have a square footage no greater than ten percent above the average square footage of existing single-family detached dwellings within a 300-foot radius.
  - b. Any proposal for the alteration of an existing single-family detached dwelling can have a maximum increase of five hundred square feet (500) square feet.
  - c. Any proposal for the construction or alteration of an existing single-family detached dwelling shall not exceed thirty-five (35) feet in height.
  - d. The square footage of Accessory Dwelling Units, as defined in Sec. 65-74, Regulations for Accessory Dwelling Units of this chapter, basements, and attics that meet the requirements of Section R202 of the 2015 International Residential Code shall be excluded from the calculation to determine the maximum square footage for the construction or alteration of an existing single-family detached dwelling unit.

Section VI. Section 56-73 Use Regulations of the Maplewood Code of Ordinances subsection (f) is hereby amended by deleting the subsection text “(f)” and replacing it with subsection text “(6)” in its stead.

Section VII. Section 56-73 Use Regulations of the Maplewood Code of Ordinances subsection (g), Parking, is hereby amended by deleting the existing text and replacing said text with the following text in its stead:

- (7) Parking. Off-street parking requirements in Sec. 56-500 Minimum Number of Parking Spaces, (2) Residential and Housing Uses, a. Attached or Detached Single-Family Dwellings, shall not be required for the construction or alteration of a single-family detached dwelling unless the Plan and Zoning Commission determines that on-street parking in the area surrounding the property is inadequate

to meet the needs of the residents in the area. For the purpose of this subsection, “area” is defined as within 300 feet of the site in question.

Section V. Section 56-1061 Nonconforming Lots of Record, (a) Residential Districts, subsection (1), is hereby amended by deleting the existing text and replacing said text with the following text in its stead:

- (1) In any residential district, notwithstanding any other provision of this chapter, a single-family detached dwelling which complies with the restrictions in subsection (a) (2) of this section may be erected on a lot that is not less than 35 feet fronting on a public right-of-way or private street and that consists entirely of a tract of land that:
  - a. Has less than the prescribed minimum lot area or minimum average dimension or both, for the district;
  - b. Is shown by a recorded plat or deed to have been owned separately and individually from adjoining tracts of land at a time when the creation of a lot of such size and width at such location would not have been prohibited by any zoning chapter; and
  - c. Has remained in separate and individual ownership from adjoining tracts of land continually during the entire time that creation of such lot has been prohibited by the applicable zoning chapter or chapters.

Section VI. This ordinance shall be in full force and effect fifteen (15) days after its passage and approval.

Passed this <sup>th</sup> day of, 2024

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest: \_\_\_\_\_  
Anthony Traxler, Deputy City Clerk

Approved this <sup>th</sup> day of , 2024

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest: \_\_\_\_\_  
Anthony Traxler, Deputy City Clerk

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, GRANTING A CONDITIONAL USE PERMIT TO MELISSA URSPRUCH TO ALLOW SHORT-TERM VACATION RENTALS AT 7436 RICHMOND PLACE

WHEREAS, Melissa Urspruch applied to the City Council of the City of Maplewood, Missouri, for a Conditional Use Permit as provided in Section 56-877 of the Maplewood Code of Ordinances, to allow short term vacation rentals at 7436 Richmond Place, subject to City of Maplewood ordinances #5785 and #6001; and

WHEREAS, the Plan and Zoning Commission recommended approval of this proposed Conditional Use Permit at their May 20, 2024 meeting by a vote of 4 ayes, 0 nays, 1 abstain; and

WHEREAS, the City Council held a public hearing on this conditional use permit at their May 28, 2024 Council meeting.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. Melissa Urspruch is hereby granted a Conditional Use Permit to allow short term vacation rentals at 7436 Richmond Place.

Section II. The Conditional Use Permit is granted subject to all rules and regulations and to conditions set forth for the property described in Section I. as follows:

- (A) Permitted Use – Short term vacation rental as per the requirements of the City of Maplewood Codes and Ordinances.

Section III. This ordinance shall be in full force and effect fifteen (15) days after its passage and approval.

Passed this 11<sup>th</sup> day of June, 2024.

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Anthony Traxler, Deputy City Clerk

Approved this 11<sup>th</sup> day of June, 2024.

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Anthony Traxler, Deputy City Clerk

**BILL NO. 6254**

**ORDINANCE NO. 6048**

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, GRANTING A CONDITIONAL USE PERMIT TO EUGENIA ROSANNE NICHOLSON TO ALLOW AN ACCESSORY DWELLING UNIT AT 7570 WEST BRUNO AVENUE

WHEREAS, Eugenia Rosanne Nicholson applied to the City Council of the City of Maplewood, Missouri, for a Conditional Use Permit as provided in Section 56-877 of the Maplewood Code of Ordinances, to allow an accessory dwelling unit at 7570 West Bruno Avenue, subject to City of Maplewood ordinance #6000; and

WHEREAS, the Plan and Zoning Commission recommended approval of this proposed Conditional Use Permit at their May 20, 2024 meeting by a vote of 6 ayes, 0 nays; and

WHEREAS, the City Council held a public hearing on this conditional use permit at their May 28, 2024 Council meeting.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. Eugenia Rosanne Nicholson is hereby granted a Conditional Use Permit to allow an accessory dwelling unit at 7570 West Bruno Avenue.

Section II. The Conditional Use Permit is granted subject to all rules and regulations and to conditions set forth for the property described in Section I. as follows:

- (A) Permitted Use – One (1) accessory dwelling unit as per the requirements of the City of Maplewood Codes and Ordinances.

Section III. This ordinance shall be in full force and effect fifteen (15) days after its passage and approval.

Passed this 11<sup>th</sup> day of June, 2024.

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Anthony Traxler, Deputy City Clerk

Approved this 11<sup>th</sup> day of June, 2024.

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Anthony Traxler, Deputy City Clerk

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, ADOPTING THE BUDGET FOR THE CITY OF MAPLEWOOD, MISSOURI, FOR THE FISCAL YEAR BEGINNING JULY 1, 2024 THROUGH JUNE 30, 2025.

WHEREAS, the Charter of the City of Maplewood, Missouri, requires the submission of a budget with an accompanying message to the City Council for each fiscal year beginning July 1 by the City Manager; and

WHEREAS, the City Manager has submitted to the Council a budget as required covering the fiscal year beginning July 1, 2024, through June 30, 2025; and

WHEREAS, a public hearing was conducted on the budget by the City Council after appropriate public notice on May 28, 2023, at 7:00 p.m.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section 1. The budget, as submitted below, is hereby approved and adopted for the fiscal year beginning July 1, 2024 through June 30, 2025:

**APPROPRIATIONS:**

<b>GENERAL FUND</b>	<b>BUDGET</b>
<b>GENERAL GOVERNMENT</b>	
Legislative Department	\$ 46,432
Executive Department	\$ 2,076,530
Legal Department	\$ 159,526
 <b>TOTAL GENERAL GOVERNMENT:</b>	 \$ 2,282,488
 <b>PUBLIC WORKS</b>	
Public Works Department	\$ 1,729,791
 <b>TOTAL GENERAL FUND:</b>	 \$ 4,012,279
 <b>PUBLIC SAFETY</b>	
½-Cent Fire Sales Tax	\$ 3,272,975
Proposition P	\$ 4,585,101
 <b>TOTAL PUBLIC SAFETY:</b>	 \$ 7,858,076
 <b>SPECIAL USE FUNDS</b>	
½-Cent Capital Improvement Fund	\$ 2,616,359
½-Cent Parks Improvement Fund	\$ 2,582,780
Solid Waste Disposal	\$ 760,190
Sewer Lateral Fund	\$ 77,000

Special Business District	\$ 153,512
Deer Creek Special Allocation Fund	\$ 1,363,000
Hanley Road Special Allocation Fund	\$ 1,107,300
Fire House Bonds	\$ 396,118
Public Safety Pension Tax Fund	\$ 716,800
Prop S General Obligation Bond	\$ 2,000,000
 TOTAL SPECIAL USE FUNDS:	 \$11,773,059
 TOTAL ALL FUNDS:	 \$23,643,414

Section 2. This ordinance shall be in full force and effect fifteen (15) days after its passage and approval.

Passed this 11<sup>th</sup> day of June, 2024.

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Anthony Traxler, Deputy City Clerk

Approved this 11<sup>th</sup> day of June, 2024.

\_\_\_\_\_  
Barry Greenberg, Mayor

Attest:

\_\_\_\_\_  
Anthony Traxler, Deputy City Clerk

# Memorandum



**To:** Mayor & City Council  
**From:** Amber Withycombe, City Manager  
**Date:** June 6, 2024  
**Re:** City Manager's Report

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## Fiscal Year 2024-25 Council Calendar

In an effort to establish a consistent cycle for recurring Council items, I have drafted the following perpetual meeting calendar for the coming fiscal year:

Meeting Date	Recurring Legislation, Reports, and Presentations
July 9	Human Services Commission Report Financial Disclosure Ordinance First and Second Reading
August 13	Parks & Recreation Commission Report Financial Disclosure Ordinance Final Reading
September 10	Sustainability Commission Report Tax Rate Hearing Tax Rate Ordinance First and Second Reading
September 24	(MRH School District Report) Tax Rate Ordinance Final Reading
October 8	Library Board Report
October 22	First Quarter Budget Presentation
November 12	Board of Adjustment/Housing Board of Appeals Report
December 10	Maplewood Community Fund Report
January 14	Second Quarter Budget Presentation
January 28	State of the City Town Hall
February 11	Strategic Budget Priorities Presentation
February 25	
March 11	Special Business District Tax Advisory Commission Report
March 25	
April 8	Third Quarter Budget Presentation
April 22	Candidate Swearing-in Budget Work Session #1
May 13	Plan & Zoning Commission Report (MRH School District Report) Board & Commission Application Review/Pitches Budget Work Session #2
May 27	Board & Commission Appointments Budget Ordinance First and Second Reading
June 10	Design & Review Board/Historic Preservation Commission Report Budget Ordinance Final Reading

I welcome your feedback regarding additional recurring items to add to the annual Council calendar. Please make note of our remaining summer meeting dates: July 9 and August 13.